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PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXX.

NEW YORK, MARCH 21, 1900.

NO. 12.

A GOOD THING UP HIS SLEEVE



Every man in the world has something up his sleeve. Some private, pet, project that is bound to benefit him. Some men hint about it, think about it, wink about it, but never tell. That is the cause of their failure. It is the project you give publicity to that wins.

The
Philadelphia

RECORD

is a pretty good thing, but you would not know it if we contented ourselves with hinting, thinking and winking. So we give it publicity and keep on giving it publicity.

OUR FEBRUARY ADVERTISERS GOT
196,804 daily circulation for 25c. a line.
152,882 Sunday circulation for 20c. a line.

If you have a good thing "up your sleeve," give it publicity. Take off your coat and go to work. We know it pays. It may interest you to learn that **The Philadelphia Record** spends as much money every year in advertising as do many large general advertisers.

By the way, Philadelphia would be pleased to have you attend the Republican National Convention in June.

THE RECORD PUBLISHING CO., 917-919 Chestnut St., Philadelphia

Summer Resort Advertising is a feature of THE RECORD. Ten cents a line, single column, for thirty consecutive times.

The NEWS,

***Baltimore's
Evening
Paper,***

has more readers in Baltimore than any other newspaper, and covers a field which three morning papers divide. The average circulation of THE NEWS during February, 1900, was

40,134 daily

showing a gain of 7,431 daily over February, 1899.

M. LEE STARKE,

Foreign Advertising Representative,

Tribune Building,
NEW YORK.

Boyce Building,
CHICAGO.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXX.

NEW YORK, MARCH 21, 1900.

NO. 12.

ADVERTISING WERNER'S CHAMPAGNE.

OLD FORMS OF ADVERTISING—DONATIONS OF WINE AS AN ADVERTISEMENT—THE COST OF SHOW CARDS—PAYING THE WAR TAX—THE RAPID GROWTH OF BUSINESS BY ADVERTISING—"PREFERRED POSITIONS" ON FENCES—AN ADVERTISING SONG.

The advertising of Werner's American Champagne has been noticeable for many years, and a PRINTERS' INK representative, rightly conjecturing that Mr. Werner would have an interesting story to relate, made a call at the offices, 52 Warren street, one morning recently, and was introduced to a kindly and white-haired old gentleman who received the representative of the Little Schoolmaster in a cordial manner.

To my preliminary question Mr. Werner replied that Werner's American Champagne—in pints and quarts—had been advertised since the business was first originated, way back in 1865. The business was started for the purpose of demonstrating that a first-class champagne could be produced from American grapes and sold at a price that would put it within reach of all.

"Were you in any other business prior to 1865, Mr. Werner?"

"No, have been in the wine business all my life—and that is a long time. I was formerly with G. H. Mumm & Co., of Rheims, France, and with that house received my early experiences, and possibly my desire to try an American champagne on the public. I began to seek a sale among the actual consumers, and so advertised my American champagne in the daily newspapers, some weeklies and the society papers."

"What spaces did you use?"

"From two inches single-column to a whole page, according to the season or the importance of the medium. I also used theater programmes extensively, and I do yet. I believe that great results can be traced to these mediums."

"Apart from newspapers, what other kind of advertising did you do in the old days?"

"One of my old forms of advertising—one that was well spoken of in those days—was an elegant tally-ho, drawn by four white horses, with a liveried footman in front and a footman behind. Old New Yorkers will remember what a sensation this advertisement caused some thirty years ago as it was driven through the principal streets of the city. I rather fancy that I was the originator of this idea—now so common—but I will not positively claim it as my own."

"Have you tried any other similar schemes in the past?"

"One of my favorite methods of advertising has been, and still is, the donating of champagne in large quantities to deserving people or institutions. At the time of the Mexican Veterans' Association meeting in New Orleans in 1878, hundreds of cases were sent down free for the benefit of the old soldiers there congregated, and years later, during the yellow fever plague at Jacksonville, Florida, hundreds of cases of Werner's American Champagne were sent from here for the benefit of the sick and convalescent."

"Anything of this kind happen in recent times?"

"Yes, on the occasion of the arrival of Sampson's victorious fleet in New York harbor in the summer of '98 I had my own private yacht cruising around the bay, waiting for the Jackies. The yacht was fairly loaded with bot-

tles of champagne, and on the large sail was painted the words: 'Drink to the Health of the Fleet in Werner's $\frac{1}{2}$ Pint Champagne.' The little craft sailed all around the victorious fleet in full sight of the thousands of pleasure craft, and the members of our crew did nothing but throw bottles of the wine up to the sailors on each man-of-war and to the passengers on the excursion boats. That day we gave away 2,500 bottles of Werner's American Champagne, and I considered it a successful advertisement."

"How about the Bryan dollar dinner?"

"Well, I sent 3,000 bottles there for the use of the diners, and some took the empty bottles home as souvenirs."

"You believe in the theory of sampling, Mr. Werner?"

"Yes, judicious free sampling. I believe that the prospective buyer ought to know, at times, without cost to himself, what he is going to pay his money for."

"When did you put the $\frac{1}{2}$ pint first on the market?"

"Previous to 1897 Werner's American Champagne was only put up in pints and quarts, at 50 cents and \$1 respectively. I thought, however, that the sales might be largely increased if a more popular price could be arranged, so in the year alluded to the now famous ' $\frac{1}{2}$ Pint' was put on the market as an experiment. It was the same wine, in every respect, as that in the larger bottles, but its convenient size and price soon made it immensely popular. I advertised it widely in the newspapers and some of the magazines of national circulation, and I had new show cards made for it at a cost of \$7,000. These were liberally distributed to dealers throughout the country."

"Did you get the great sale you anticipated?"

"Yes, sir. Of all the champagnes sold in America last year, Werner's American Champagne ranks fourth in point of sales, with 20,279 cases. No other domestic champagne had any such sale, and the result is, of course, attributable to the extensive and careful advertising. During the whole of

last year this firm paid a war tax that averaged \$55 per day. Unlike the majority of brewers and distillers, we paid the tax ourselves, rather than have it saddled on the retailer. At the present time seventy-five per cent of our total sales are of the 25-cent bottles, which proves that it is a popular price and that the half-pint has grown in public favor since it has been advertised."

"Have you done any street car advertising, Mr. Werner?"

"Somehow I do not think such advertising would be of great benefit to me, nor do I care for the 'L' roads. I am, however, a liberal user of spaces on the stations—posters, you know. I believe in judicious billposting, but I think its success is largely influenced by weather conditions. However, I prefer to select my own stations, and I do not care about the price so long as I can have my pick. I pay as high as \$800 a year for that sign near the entrance to the Brooklyn Bridge. Altogether we have about 100 signs—painted signs, I mean—in and around Greater New York, each station being in a selected locality for which we pay a high price."

"What kind of advertising literature do you send out, Mr. Werner?" was asked.

"Mainly booklets; they are very dainty and attractive. It contains a price list, and yet we do not seek direct trade. We send it out bearing our own address only, but all orders accruing from these booklets are referred to the nearest jobber or wholesaler."

"Your trade-mark is a simple one, Mr. Werner."

"It is all the better for that. It is plain and honest. We do not affect foreign-looking labels in order to try and make the public believe that our champagne is of foreign origin. Our brand of Werner's American Champagne is advertised boldly, with an honest, home-made label, and we are proud of it."

"Have you used any advertising novelties?" was another query.

"If you mean in the way of souvenirs—yes. Here is one, a combination knife and corkscrew that we had made in Germany, and it

cost us about half a dollar. We gave it away to users of our champagne, but I afterwards saw the folly of this, and since then I offer no inducement but the intrinsic merit of the wine itself and the low price. Frankly, I do not believe in present-giving in connection with honest goods."

"Who handles your champagne, Mr. Werner?"

"All good hotels and restaurants, cafes, etc., and it is also sold by licensed grocers and the leading druggists. We have drummers constantly on the road taking orders for the champagne and distributing show cards and other advertising matter among the wholesale and retail trade."

"Might I ask what your advertising appropriation is?"

"Really it would not do you any good to know, but I can tell you that this year it will be doubled, as we are going to make every exertion to increase the sale of our wine. As an auxiliary to the use of printers' ink I am about to put on the streets of the city an automobile delivery wagon which will be operated by two men in livery."

"Are you at all familiar with PRINTERS' INK, Mr. Werner?"

"Am I? It is part of our education here, sir. When we get it on Wednesday morning I go through it carefully myself, and my two sons follow me. After that the clerks in the office read it, and one of them takes it home Saturdays for Sunday reading. I don't believe there is an office in the city where PRINTERS' INK has more friends or more enthusiastic students. I think we shall have to get six copies instead of one."

The following are the words of a song which, with appropriate music, is sent to anybody upon request. The lines were written by John H. Devlin, an employee of the firm:

A JOLLY NIGHT'S SPORT.

(Champagne Song.)

There's many a time when it isn't a crime

To go out for a night's jolly sport,
When the rest are in bed, to paint the town red,

And enjoy other fun of that sort.
It is nat'r'l, I think, to long for a drink

When our throats get so dreadfully dry;

But, beer is like lead, and whisky we dread,
So I'll tell you all just what we'll buy.

CHORUS:

Champagne, champagne, come fill up
your glass again!

Hurrah for life and gaiety! let good cheer reign.

Champagne, champagne, all join in our sweet refrain,
Our glasses we're filling, not a drop of it spilling—

It's Werner's Champagne!

My girl Susan Jane once ordered champagne

When I only had twenty-five cents.
To the waiter I winked, while the glasses he clinked,
He brought Werner's—she called it immense!

That wine saved my life, now the girl is my wife.

She thought I was rich as a lord.
Let's drink to her health, my love rolls in wealth

And of course she foots up for my board!

In a criminal court a prisoner was brought

Who had stolen some Werner's Champagne,

When the judge, wise and large, heard the plaintiff's grave charge
He said, in a voice loud and plain,
"Though stealing is wrong, his temptation was strong,

So I must let that prisoner go free;
On my own private shelf I keep Werner's myself—

Tell the Court that the drinks are on me!"



A TRIBUTE OF RESPECT.

Early in the month of January, 1900, amid an unearthly stillness while all nature slept, the angel of death bore the spirit of our Sunday school scholar, BOBBIE ZINK, from earth to its eternal reward.

In his death South Street Sunday school loses one of its most efficient members, whose short but useful life was more or less identified with its interests. It should be the desire of each of us to imitate his example.

The community has lost a bright young man, whose heart was always open to the needs of distressed and afflicted friends. Many will miss his cheerful smile and his kind word so often spoken.

His parents lose a devoted son and one who was held in the highest esteem by every one whose privilege it was to know him.

The sympathy of the Sunday school in a body is accorded to all the members of his family in their sore bereavement.

Resolved, That a copy of this short memorial of our departed scholar will be recorded and a copy sent to the family of the deceased.

J. M. C. DUKE,
Secretary.

AN ADVERTISEMENT FROM THE PORTSMOUTH (VA.) "STAR."

AN ALASKAN'S COM- PLAINTS.

ONE OF PRINTERS' INK readers, Mr. Lewis Garrison, of Columbus, Ohio, spent two years in Alaska. He says that during that time he sent away a little over \$2,000 for business purposes, as well as articles for himself and presents for friends, and has the following comments to make in regard to the methods of advertisers:

Daniel Low & Company, Boston, Mass., are perfectly reliable, as is generally known. However, there may be some people in the United States who read this firm's advertising matter in the magazines who are not acquainted with their responsibility. I will explain the position they put themselves in were they dealing with some one who did not know them. I sent a money order for \$24.50 for half a dozen or so articles to be sent to a friend. This firm never even dropped me a postal card stating that the articles had gone forward or even intimating they received the money. Of course, every one will agree that it is the height of ill manners to write to the friend who is in receipt of the presents to ask if such and such a thing was received all right. I sent a small sum—\$2—to Ed. Pinaud, New York City, for a small bottle of cologne to be sent to a certain address. To this day I do not know whether my \$2 reached Ed. Pinaud's office or not. On an occasion when flowers would be an acceptable present to a friend in the States I sent some money to a certain florist for that purpose. This florist is an advertiser; believes in business methods, yet I never received a word that the order was filled. I have a similar complaint to make of Lowney, of Boston, who received \$3 for a box of his confectionery. In the magazines I read of the small No. 2 Bull's Eye Camera and thought it would be a nice gift for a friend in the States. I sent a money order for \$8, which was the advertised price, and lo and behold, the return mail brought a letter from my friend saying that Eastman had written for 60 cents additional for a roll of films, also stating that they would hold the camera until they got the 60 cents. In the same mail I got a letter from this firm stating the same thing. My friend sent the 60 cents and I sent 60 cents. I do not know whether the proper two films were received by my friend or not. This is the first firm that wrote me relative to receiving remittance and only then with the explanation that my order was 60 cents short. I sent for a small camera for myself from this firm and instructed them to send it by mail, which would have cost very little. Up in Alaska express charges are high. I went to the office one day on call and there was my camera, but it cost \$12 to get it out. L. C. Bliss & Company, the shoe men, are large advertisers. I sent them \$3.75 one time for shoes. By return mail I got a postal card stating remittance was received and that goods would be sent as

soon as received from the stock room and also thanking me for the order. In another week I got the pair of shoes. This firm's methods of business are excellent. There is one firm that just suits me in the way they treat customers. That is the Fred Macey Company of Detroit. I sent them an order for a piece of furniture to be forwarded prepaid by freight to an address in the States as a present. I got a personal letter from the firm telling me that the remittance was received and that the goods would be forwarded within twenty-four hours and thanking me for the order and soliciting further favors. The next mail I received from this firm another small letter inclosing only the prepaid duplicate of the freight bill of lading. This showed to me positively what the article was that was shipped and to whom shipped, when received by the railroad company, and also that the firm had kept their word in prepaying the freight. This cost only one cent postage for the Macey Company and by it one knew what he got for his money. Along before the holidays I received a beautiful catalogue from this firm, which showed half-tones of the articles of furniture they offered, together with description and, best of all, the prices. This firm always puts the price of articles shown in the magazines. To one in a far distant place this is a convenience, for the loss of time in writing for the price and then sending for the goods makes it too long to wait. I have found there is more magazine reading done in Alaska than in the States. Every one buys a magazine, even though the price of the ten-cent ones are fifty cents and one dollar. But they are exchanged and read and re-read from one end of the country to the other. In every cabin you enter there are half a dozen to a dozen magazines; in the cities of the States there are too many attractions for the people to studiously read magazines as they do in Alaska. The people want the prices of articles, as they will not write for this information.

ILLUSTRATED WANT AD.



PLUMBER WANTED.

Women . . .

judge by comparison. That's why the women's favorite newspaper in Minnesota is the . . .

St. Paul Globe.

It devotes more space to their interests. It runs daily the most complete accounts of society news, fashion hints, club doings, and everything in which the women are interested.

It is a clean, bright, morning newspaper that is delivered to their homes by carrier and does not depend on street sales for a fluctuating circulation.

It is the official organ of the State Federation of Women's Clubs.

If you have anything that will interest the women of Minnesota, better advertise it in the paper they read.

A request will bring some truthful information about the Northwest.

THE GLOBE COMPANY

ST. PAUL, MINN.

Eastern Representative,
CHAS. H. EDDY,
10 Spruce St.,
New York City

Western Representatives,
WILLIAMS & LAWRENCE,
HARRY FRALICK, Mgr.,
87 Washington St., Chicago, Ill.

BANKS AND ADVERTISING.

The New York *Financier* publishes an article by John G. Kelly, president of the First National Bank of Braddock, Pa., on the merits of advertising in relation to banks and financial institutions. Mr. Kelly says that for fifteen years past he has been "drumming" for business by persistent and systematic advertising. His plan has not been to exploit the special merits of his own bank so much as to educate the people in sound banking methods and convince them of the superiority of banks as depositories of money over old stockings, mattresses, chimneys or any other hiding place. Incidentally he has, of course, given facts and figures showing the condition of his own bank. In the pursuit of this plan he has, from year to year, printed leaflets, sometimes in several different languages, which he has placed in every house within business range of his bank. After a wide circulation of these leaflets he says: "We noticed results almost immediately. People came in with the books in their hands and asked to be allowed to open accounts." For the first twelve years after the bank began to advertise Mr. Kelly attended to that part of the business himself, but for three years past it has been in the hands of a regular agent. "Fifteen years ago," he says, "when the bank began to advertise, we had comparatively few depositors and a surplus of \$15,000. Now we have over five thousand depositors and a surplus of \$270,000. During the last year we

have opened from 225 to 260 new accounts every month, and as the majority of them are savings accounts, deposited for at least six months, the advantage to the bank will be realized, even though many of the deposits are not for large amounts." The *Financier* comments editorially on Mr. Kelly's communication in terms of strong approval and expresses its belief that the business of almost any bank can be materially increased by judicious and persistent advertising. "Banking is only a business," says the *Financier*. "It is a dignified calling, but frigid reserve, aloofness, self-complacency and a magnified air of individual importance are not the only essentials in making it successful." Different conditions would, of course, require different methods of advertising, as a mode that would prove successful in a small town would not succeed in a city. In a large city where daily newspapers are published they offer the best and cheapest method of advertising. The point is that the banking business can be benefited by advertising just as any other business can, and that, other things being equal, the bank that "hustles" for business will get the lion's share.—*Indianapolis (Ind.) Journal*.

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SHAMEFUL.

The *Daily Inter-Mountain*, published at Butte, Montana, is an advertising pamphlet in which any article can be inserted at the stipulated price per line. Its specialty is paid puffs.

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Any salesman will tell you that he would much rather handle a line that is well advertised than one that is not known to the trade.—*Boot and Shoe Recorder*.

AT THIS OFFICE

10 Spruce Street, New York, The Geo. P. Rowell Advertising Agency keeps on file the leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.



THE RAGE FOR CLIPPINGS.

Eighteen years ago a man had an idea, which he developed with 50 cents, the last money in his pocket. Less than a month ago half a dozen firms engaged in the business resulting from that idea coalesced and capitalized their joint undertaking at \$5,000,000. The story had been told more than once of how a young Russian-American at the end of his resources, saw a famous French artist pay handsomely for papers several days old, containing notices of his pictures, and was inspired by the sight with the thought of making a business of furnishing such notices to whoever had need of them. To-day 50,000 persons and \$50,000,000 are employed in the business of making and distributing newspaper clippings. There are between fifty and one hundred bureaus in the United States, nearly as many in England and on the Continent of Europe, others at Melbourne, Sydney, Calcutta, Yokohama, Hong Kong, Johannesburg, Natal, Buenos Ayres and Rio de Janeiro. The biggest of these are in effect international. If they have not branches they have instead a sort of traffic arrangement, after the manner of the big banks, by which their foreign correspondents fill cabled orders almost as if they were received over their own counters.

Even this does not mark the full spread of the idea. Railway, telegraph and express companies have gone into the business on their own account. At first they were among the best customers of the regular bureaus, but presently they began ordering local agents to clip and file every line of railway matter appearing in local sheets and to send the clippings to the main office, where they are indexed and put away. Several times an item so kept has proved to be worth a good many dollars to the company keeping it.

Among clippers, as elsewhere, specialization works. Some bureaus give their whole attention to literary matters. The minute a book is out—sometimes even earlier—the writer of it receives their circular letter, inclosing a sample clipping, a notice of himself or his book, and asking his subscription. The rate is \$5 a hundred clippings, or if the writer be little known, \$5 a year. When competition is keen figures are often lowered one-half. In case the author has already

engaged another bureau it is not uncommon to ask that the late comer be allowed to send clippings also, receiving pay only for such as are not duplicates of those already received. Besides notices and reviews, the literary bureau will, if ordered, send all manner of literary intelligence.

Emperor William is much too busy to read the papers, yet needs to know what his world is saying of particular things. So he has a scrapbook, in charge of a court officer. W. T. Stead is said to possess a whole library made up of clippings. It fills three rooms in a London house. Some bureaus concern themselves mainly with business affairs. They give to their subscribers all that appears in print concerning the subscribers' lines of business, such as the letting of contracts, the adoption of building plans, new materials, inventions, discoveries, legal decisions affecting commercial interests and legislation. The latest development is medical intelligence.

One needs imagination to see anything picturesque in the mechanics of clipping. One establishment with more than a hundred employees shows to the casual eye only ranks and rows of men and women, reading, blue penciling, clipping, pasting and stamping. This bureau's usual output is 50,000 clippings a week.

Queen Victoria subscribes to more than one bureau, but never sees the clippings until they have been put in books under the editing of some of her family, which means, of course, the leaving out of anything unpleasant. The Prince of Wales also takes clippings from two sources. In addition he cuts out with his own hands all the pictures of himself which appear in the public prints. The royal patron dearest to clipping bureaus is the Czar of Russia. He has shown himself exceedingly well disposed toward them. Some of their notable orders have come from him. A New York bureau man has made for him sumptuously bound scrapbooks, all Russia leather, and gold clasps and gilt edges, first about the death and obsequies of his father, Alexander III., then about his own marriage and coronation ceremonies, and later in regard to the American journey of Hillhoff, his Minister of Railways. The house has now in hand clippings about the Peace Conference.

Uncle Sam himself has taken the

clippings idea, and keeps at the White House a corps of clippers and a Government scrapbook. President Cleveland is said to have looked at the scrapbook just once in his last term—that was in the course of the Venezuelan crisis. Mrs. Harrison subscribed to a bureau on her own account and her daughter has many books full of the things printed about Baby McKee. Mrs. Cleveland had a scrapbook of personal notices—not, however, of herself, but of her husband. The wives of other prominent men have similar books. Almost every man in public life is a bureau subscriber. The Government has just ordered a scrap history of the war with Spain. It is in twenty big volumes, though most of the war pictures were left out. The volumes are bound in morocco cloth, and cost the Government \$1,000. That sum, indeed, hardly covered the cost of making, but the bureau man has gathered a duplicate set of clippings and looks for his profit in them, whenever a rich and patriotic citizen decides to give a similar history to West Point or Annapolis. Stanford University has already a monumental set of scrap histories, bearing on everything American, and particularly the life and works of its founder.

Lord Randolph Churchill ordered "everything unfavorable," and was forced by the size of the first month's bill to reverse his order. Nicola Tesla wants "electrical inventions." Edison is more comprehensive—he orders clippings upon above twenty subjects of living interest. W. D. Howells subscribes intermittently for real incidents going with whatever story he may have in hand. One man who is said to have a plot factory patronized by both novelists and dramatists when imagination lags, wants all sorts of hairbreadth happenings. "Stories of elopement" was another order. The maker of it, strange to relate, was not a realistic novelist, but a luckless lover, who hoped thus by vicarious example to persuade his sweetheart to defy her parent and make him happy. The Cramps get every line printed in any part of the world about any one of their ships.—*New York Sun.*

The "story" printed above is thus commented upon by Frank A. Burriel, of New York:

A story is going round that there is \$50,000,000 capital invested in the Press Clipping business engaging the services

of 50,000 persons. This is too absurd to let go without contradiction. In New York there are four concerns that may be said to be in business. One in Philadelphia, two in Boston, one in Atlanta, Ga., two in Chicago, and one in San Francisco. Of the eight concerns, \$25,000 would cover their entire actual investment, and they do not employ to exceed 250 people. There may be a dozen other concerns who are trying to style themselves press clippers, but they have not made sufficient headway to be called in business, but with these added you have twenty concerns all told, an increase of perhaps fifty people employed and a total added capital of perhaps \$1,000. The press clipper starts very modestly. Personally I had \$300 "to the good" when I started in Chicago in 1887.

Monkeying



with the new
bearings can
do no harm
as they are
monkey
proof in their
mechanical
correctness
and easy
running
qualities.

You can't
lose for:—

If defective parts are found in Wittmann Bicycles we will replace free at our store and pay all transportation charges.

H. Wittmann & Co.
ESTABLISHED 1874
149-145-50. 10-57.
HARNESS,
BICYCLES,
PHONOGRAPHHS.
LINCOLN,
NEB.

• Fine Repairing Is Our Specialty.
STORE OPEN EVERY EVENING.

FROM THE "STATE JOURNAL" OF LINCOLN, NEB.

THE ADVERTISING OF AD-WRITERS.

The adwriter who advertises himself has not an enviable job. He is in the same position as the lawyer and the doctor, in that he sells his professional skill. If he boasts of this skill, not unduly, but in a manner that is really justified, the public discounts his statements immediately, for of all things it most detests self-praise. A merchant may laud his articles sky high without thereby showing bad taste or inciting prejudice in the minds of prospective purchasers; but an adwriter who would do the same would be put down as an egotistical fool. How to be strong and effective in his advertisements, yet not praise himself, is the problem as it presents itself.

The author who writes a book does not announce it to the public nor explain wherein lies its merit or interest. He lets his publisher do it, or the critics. In the same way an adwriter might occasionally let others describe his merits; people for whom he has written. If he says: "I am an excellent writer of advertisements," it loses all its force, even if it is true, simply because he says it himself; but if he should publish a letter from a concern whose announcements he had prepared, saying: "You are an excellent advertising writer," the effect would be totally different. The methods of stating a fact do not alter the fact itself perhaps, but they have great influence in giving it proper effect.

There are certain helps which the adwriter is capable of giving to business men. A short, pithy statement of what the writer of advertising really exists for, how he can aid to bring business and to keep it, makes a convincing sort of announcement when supplemented by a statement that Smith, the adwriter, is prepared to offer his services in such connections. He can then dilate on his experience, tell what other people have said of him, and make statements the conservatism of which will lead business men to believe that he is a rational being, worthy to be consulted and employed in business undertakings.—*The Advisor.*

One Million and One Hundred Thousand separate and distinct families can be reached with our two publications, THE LADIES' HOME JOURNAL and THE SATURDAY EVENING POST.

The JOURNAL has now reached a circulation of 900,000 copies each issue—monthly—and THE SATURDAY EVENING POST 230,000 copies weekly.

The duplication between the two publications is *very* limited, as we have discovered by careful examination.

A circulation of 1,100,000 copies—the kind that brings actual sales and not merely postal cards for catalogues or booklets because they are free.

The cost is \$7.00 per line—\$6.00 for the JOURNAL and \$1.00 for the POST.

One million one hundred thousand circulars would cost \$11,000 for one-cent stamps alone—printing, envelopes, addressing, etc., would make a total cost of possibly \$15,000. What would it cost you to get 1,100,000 names of good families together?

THE CURTIS PUBLISHING CO.
PHILADELPHIA.

POSTERS.

While some old buildings in Milwaukee were being torn down recently, the remnants of a poster that had been pasted on the wall forty years ago were brought to light. It was a circus poster of 1860 and an interesting fact concerning it is that it was partly printed and partly painted by hand. In speaking of the old bill, F. A. Fitzgerald, the Milwaukee billposter, expressed the opinion that it was one of the earliest attempts at big poster work.

"One of the first showmen to resort to big dead wall advertising," said Mr. Fitzgerald, "was Billy Arlington, the minstrel, who began it in the early '60's; most of his posters were hand painted. Later on, when the printers were equipped with poster type, the hand-painted posters were still much resorted to by barn-storming companies, who were thus able to avoid much of the heavy expense in this department. It was their custom to employ an advance agent who had had artistic experience. On entering a town he would paint a number of posters for the next stop, putting up those already prepared. He used the stage of the theater for his painting floor.

"Lately this hand-painting has been taken up in a new way, large city posters being turned out that have decided artistic merit. The painting is done in a studio and then put up on the billboards in sections. These posters are variously known as 'artotypes,' 'manigraphs' and 'hypnotics,' and the painting is done with printers'

inks of various colors, thinned down with benzine, which also has merit as a quick drier. The advantage of this new form of poster lies in the cheapness, where only a few are needed, compared with the engraved color style. With the engraved posters the engraving is the big expense, so that a small number are about as expensive as a large order.

"Since 1860 the circus business has vastly developed its various departments, perhaps none more than that of the billboard advertising. To-day it costs one of the big circuses about \$1,000 to cover the Milwaukee billboards. This means about 10,000 sheets. The cost of the printing alone will average \$2 a 'stand.' The sheets are about 28x42 inches and are in four colors, which means they must go through the process four times. There are on an average forty-eight sheets to a stand. This country has taken a world lead on billboard posters and the Barnum-Bailey show is said to have been obliged to ship shiploads of it to England, not being able to get such printing on the other side. Such a circus puts up about \$600 worth of posters on an average at each place where it shows, and as the show season is of several months' duration, it can be readily believed that fabulous sums are required each year in this one department."—*Profitable Advertising, Boston, Mass.*

ASSERTION WITHOUT FOUNDATION.

The time is not far distant when the actual circulation of papers will be compelled by law to be made known.—*Mail Order Journal.*

The Indianapolis Press

is not in essentials a new paper. It is a crystallization of the old and well approved principles and policies under a new name and vastly improved form.

TURNER'S WAY.

THE MEANS AND METHODS OF A BALTIMORE REAL ESTATE MAN.

Leonidas G. Turner, of Clayton, N. J., went to Baltimore several years ago to take advantage of the superior educational facilities offered by that city. Not long after graduation he entered the employ of the Land and Immigration Department of the Baltimore & Ohio Railroad, and immediately laid out and developed the town of Brunswick, Md. Later on he became an independent real estate operator and built the suburban towns of Garrison Heights, West Arlington, St. Denis, Relay, Druid Glen and Bellevue. Turner is a bold advertiser and makes the writing of his advertisements his recreation. His appropriation increases steadily. For 1900 he has laid aside \$60,000. Two-thirds of this will be divided equally between job printers, newspapers and bill-posters; the remainder will be used for postage stamps, railroad tickets and other miscellaneous expenses, which Turner charges to advertising account.

Turner is a methodical man. His diary for 1900 is already filled with the outline of the season's campaign. This diary must be seen to be appreciated. It is only secondary in interest to his scrapbook, which contains the history of his past work. Here are the entries for the week commencing April 29, 1900. They indicate a systematic plan.

April 29, 10 in. 5 col. display in all Sunday papers.

April 30, 10 in. 5 col. in *World* and *News*; 500 lines in classified columns of *Sun*; 10 in. 5 col. in

American and *Herald*. Fifty line reader in all dailies.

May 1, typewritten letters to answers to ads. Fifty line reader in all dailies. One-half column classified in *Sun*; 10 in. 5 col. in *American*, *News*, *World* and *Herald*, *German Correspondent* and *German Journal*; 500 half-sheet hangers to billposters.

May 2, change ads for all dailies; same space as May 1; with orders to all weeklies to copy; 30,000 circulars No. 1 to billposters for distribution.

May 3, illustrated booklet to all correspondents; 30,000 door-bell tags to billposters for distribution; change ads for all dailies; same space as May 2. Ten-line reader for all dailies.

May 4, change ads in all dailies; same space as May 3; 30,000 copies of circular 2 to billposters for distribution.

May 5, change ads in all dailies; same space as May 4; 30,000 circular 3 to billposters.

The entire season's work is thus already detailed and will not be deviated from except that

newspaper space may be increased if special occasions arise. Booklets and maps are sent when requested; free tickets to the property which are procured in 1,000 lots, are sent with the booklets, and are attached to door-bell hangers. Turner traces results by the use of the card reproduced on next page.

The Turner books were summarized for the benefit of PRINTERS' INK. With his scrap before him, on the margins of which are penciled the various expenditures for advertising, he frankly gave an insight into the good advertising which he has put out. "This book," said he, "shows what PRINTERS' INK has taught me. I



LEONIDAS G. TURNER.

have had the publication regularly from the date of its inception. The four months preceding

BELLEVUE.

NAME James A. Strand
 ADDRESS 166 Old York Road.
 Date of inquiry Aug. 29 now. Official
 Saw ad. in American
 Wants 2 lots and house \$ 2,000
 Can pay \$ 500 Cash; \$ 20 monthly
 Shown lots, (date) Aug. 30
 Selected Nos. 166-7 Price \$ 500
 Paid \$ 500 Balance 2,000
 Car Fares Date 8/30
 Amt. 10
 Memor of calls dated

the opening of Garrison Heights I spent in studying back numbers, and there were mighty few ideas presented by its writers—from Herzberg to Bates—that I did not adapt to my uses. I do not claim any particular originality for my advertising, but I certainly have been a successful adapter of PRINTERS' INK ideas. Our cash books show that we have sold out and built up every tract that we have handled and at a profit, and every sale has been made as a direct result of some form of advertising." The agents, Mr. Turner explained, were simply salesmen to the people who were attracted by the ads.

Mr. Turner, speaking of the Baltimore papers, said all dailies were worth their price except the *Herald* and the *World*; that while he realizes returns from those papers they are not as pronounced as their alleged circulation would warrant; that the *Sun* is the better paper to reach the classes, the *American* to reach the masses:

that he would not think of dropping the *News*, though the returns from that paper were rather hard to trace; that the *German Correspondent* pays better in proportion to its circulation than any other Baltimore daily and he wished the circulation was larger; he also said the *German Journal* was worth exactly what it charges for space. Of the weeklies, Mr. Turner said that aside from the Bohemian, Italian and Polish papers, they were not worth recommending, though they paid him well enough, so he could hardly afford to drop them from his list. Of circulars, hangers, etc., he said they were very valuable to him and he will use more during 1900 than ever before. It has been Turner's custom to get all of his job printing and engraving in Baltimore, but his orders for 1900 will go to Philadelphia houses and to England, as he wishes to change the styles—which he believes to have become too familiar.

He too familiar.
FRANK A. HEYWOOD.

NINETEENTH CENTURY HAPPENINGS.

The fact that the year 1900 closes the nineteenth century, brings forcibly to the attention the advance that has taken place in the printing and allied trades. Below are some of the more important stationery and printing "events" of the nineteenth century.

The first power printing press patented by Koenig in 1812 in England.

The first typewriter to be patented in the United States was by W. A. Burt in 1829.

The first typesetting machine was invented and patented in 1822 by Church.

The first steam power printing press set up in the United States was at Albany, New York, by Benthuyse[n], in 1822.

The first lead pencil factory in the United States was started at Salem, Mass., by Joseph Dixon in 1830.

The envelope was first used in the United States in 1839.

The first photographic portrait taken from life was produced by Professor Draper, at University of N. Y., 1839.

Richard M. Hoe secured the first patent for a double cylinder printing press

W. A. Bullock patented the first printing press to print the paper from

TWO CLASSES

TWO CLASSES.

The world is divided into two classes—the fellows who want to get their names in the newspapers and those who want to keep them out.—*Adviser*.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are ears."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—absolutely.

ALABAMA.

Birmingham (Ala.) *Age-Herald* (1).—Only morning daily and best paper in Alabama. Has a territory exclusively its own and covers it completely. Reaches 179 towns daily outside of Birmingham.

CALIFORNIA.

Fresno (Cal.) *Democrat* (1).—The Fresno *Democrat* goes into the homes of the wage-earners of Fresno and vicinity, a hive of industry with 25,000 population, who carefully scan its advertising columns, because they buy closest. The only evening paper in Fresno County, it is steadily growing in influence and popularity. The leading local and general advertisers are constantly represented in its columns.

Sacramento (Cal.) *Record-Union* (1).—Only morning paper in Sacramento, occupying a unique and most important field. For upwards of half a century a powerful factor in California advertising, and should not be omitted from any list.

COLORADO.

Denver (Col.) *Republican* (1).—The great and undisputed leader of the Trans-Missouri country—equal to any of the great metropolitan newspapers of the United States. A powerful and discriminating clientage and a never-failing trade winner.

Denver (Col.) *South Side Citizen* (3).—The *Citizen* is an all-home print weekly journal devoted to the interests of the South Side, Denver's most popular suburb. Its bona fide average circulation from August 5, 1899, to January 6, 1900, was 1,978 copies per week.

GEORGIA.

Atlanta (Ga.) *Journal* (1).—Greatest circulation of any daily in eleven Southern States. Marching through Georgia to the tune of over 30,000 daily. Rates reasonable and inflexible, and one of the best payers of any daily in the United States. It covers a rich territory. No duplication.

ILLINOIS.

Bloomington (Ill.) *School and Home Education* (2).—In the educational field we reach the better paid class of teachers, principals and superintendents throughout the United States, our circulation being largest, however, in the Mississippi Valley. Our subscribers know how

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

to judge goods from the advertisements of them, and they know how to do business by mail, and they can also be trusted to pay their bills promptly. We reach a selected list of the homes of those who are best educated, and most interested in the education of their children. Most of these people are also in good circumstances. We feel sure, therefore, that you cannot reach a better selected list with the same circulation. Our average circulation during the last volume was 12,450 copies a month, and our subscription list is increasing about 10 per cent a year.

Chicago (Ill.) *Epworth Herald* (1).—The *Epworth Herald* is limited to twelve columns weekly. Every advertisement has a good position. One hundred and twenty thousand families receive the *Herald* every Saturday.

Chicago (Ill.) *Show Window* (3).—More merchants read the *Show Window* than any other periodical published. It is the recognized authority on window trimming throughout the civilized world. It teaches the merchant how to sell his goods, how to employ the greatest advertising art known to modern times, how to keep his establishment in the front rank of merchandising. From month to month it illustrates all that has been done to make show windows attractive and remunerative, and also tells what may be done. Its writers are the acknowledged masters of the art of window trimming, its suggestions are practical and valuable, its cost so low that all may become subscribers.

Chicago (Ill.) *Suggestive Therapeutics* (2).—In five months this journal has run up from 5,000 copies monthly to 30,000 copies monthly. Rates lowest of any publication; returns highest in proportion to cost.

INDIANA.

Indianapolis (Ind.) *Press* (2).—From one insertion of a keyed advertisement in the *Indianapolis Press* 296 answers were received. "Straws show which way the wind blows."

IOWA.

Des Moines (Iowa) *Capital* (1).—Has a guaranteed daily circulation of 12,500, which is larger than that of any other Iowa Republican daily newspaper.

Oskaloosa (Iowa) *Journal* (2).—Official paper of Oskaloosa and Mahaska County—the richest in agriculture and coal mining in the State. For three years the only paper in the county to comply with the statute and file a sworn statement with copy of list of subscribers with the Board of County Commissioners. We sell advertising space on its merits and recognize that the adver-

PRINTERS' INK.

tiser has the same right to know the circulation his ad will secure from our paper that we have to know the number of dollars with which he will settle his advertising account. We guarantee to foreign advertisers the same considerations that have secured for the *Journal* the largest home patronage enjoyed by any paper in the county.

KENTUCKY.

Louisville (Ky.) Courier-Journal (1).—The great Southwestern thought-molder. A medium of tremendous power, far-reaching, commanding and creating in its influence and effect. No other like it. Double the circulation of any morning paper in Kentucky. The *Weekly Courier-Journal*, for sixty years the great family favorite and welcome visitor to thousands of Southern homes. Circulation extends to every State and Territory.

Louisville (Ky.) Times (1).—The great afternoon leader of the South. Admittedly the largest circulation of any daily newspaper in the whole South—no exception. Average entire year 1898, 33,405.

LOUISIANA.

New Orleans (La.) States (1).—The daily *States* is very close to the hearts and homes of New Orleans. It reaches day in and day out 90 per cent of the English-speaking people of that city. It is the best paying medium in New Orleans.

MARYLAND.

Baltimore (Md.) Herald (1).—Has forged to the front and will stay there. Has the courage to print its actual circulation day by day and swear to its accuracy. A thorough and up-to-date newspaper, educating the coming generations.

MASSACHUSETTS.

Boston (Mass.) Traveler (1).—A New England journalistic cyclone. Circulation admittedly largest and results greatest. Sweeps its field and none dare dispute its power. Biggest results for the money.

Springfield (Mass.) Farm and Home (2).—Has the largest advertising patronage by the greatest number of advertisers and the largest subscription list of any agricultural periodical in the world. Its advertising columns for the past twelve months bear witness to this truth. Its subscription campaign is more successful than ever. Nearly 280,000 actual subscribers now take *Farm and Home* regularly, and 300,000 copies will be required for each issue regularly throughout the year. We guarantee this number apart from any extra issues. The March 15 issue of *Farm and Home* will be 350,000 copies, going to quite 45,000 postoffices.

MICHIGAN.

Detroit (Mich.) American Boy (1).—The February number of the *American Boy* was its fourth number. Of the four issues the following were printed and circulated: November, '99 (1st number), 5,000; December, '99 (2d number), 8,800; January, 1900 (3d number), 10,000; February, 1900 (4th number)—1st edition, 12,000; February, 1900 (4th number)—2d edition, 5,000. Total for February, 17,000. The February number was in the mails January 25th. By February 2d every copy of that number was used and 5,000 extra

were ordered. There is more than a possibility of a third edition. We are averaging 400 new subscribers a day.

MINNESOTA.

Duluth (Minn.) Evening Herald (1).—The Duluth *Evening Herald* guarantees to its advertisers a bona fide paid circulation treble that of any other daily newspaper published in the State of Minnesota outside of St. Paul and Minneapolis.

Minneapolis (Minn.) Times (1).—Carries more columns of paid advertising than any other paper in the twin cities.

Redwood Falls (Minn.) Redwood Gazette (2).—The first and best country newspaper. Every town in Redwood County represented in its issues. Circulation over 1,500.

St. Paul (Minn.) Globe (1).—During nine months ending January 1, 1900, the *Globe* carried 381,934 agate lines more advertising than for the corresponding period in 1898. Advertisers who used this additional space say they did it because the *Globe* has developed wonderfully the past year in pulling powers. The rates, in proportion to circulation given, are extremely reasonable—for legitimate advertising—other kinds not accepted at any price.

MISSOURI.

Joplin (Mo.) News-Herald (1).—Is the only evening paper published at Joplin, the great and growing metropolis of the Missouri-Kansas zinc and lead region. The city proper has a population of over 35,000 and is growing at the rate of 500 a month. The mining district's population is estimated at 100,000 and the *News-Herald* is the only newspaper that fully covers the field. It is issued every work-day evening and Sunday morning and has a net paid circulation of 5,000. It owns and controls the exclusive evening franchise of the Associated Press for this city, besides having its own correspondents in all the camps of the district. It has the finest equipped newspaper plant in the Southwest. It uses the Mergenthaler typesetting machines, whereby all the news of the day is printed up to the hour of going to press, 3.30 p. m. The *Sunday News-Herald* prints all the mining news that is reliable. Its ore output reports are authoritative and it circulates in the great financial centers more widely than all the other papers in the Missouri-Kansas mining region combined. The *News-Herald* has a field exclusively its own and no advertising can reach its clientele except through its columns. The reason is simply this: Joplin is the most rapidly growing city in the world to-day. Rates are low in proportion to circulation and value as a cover for this great and prosperous field.

Kansas City (Mo.) Times (1).—Makes three lightning, limited journeys every day through the advertisers' country, reaching 800 towns on day of publication, 300 before breakfast and 500 before dinner, emphasizing the vast importance of quick and thorough distribution. It gets there quick!

TEXAS.

San Angelo (Tex.) Standard (2).—2,000 of the rich cattle barons of Texas, worth \$25,000,000, read the *San Angelo Standard* every week.

SIGNS IN PUBLIC PLACES.

From a petition of some length, signed by citizens and taxpayers and presented to the Board of Supervisors of San Francisco, in a general effort to secure the passage of an ordinance which will prohibit the use of public spaces for advertising purposes, the following interesting statements are taken:

We, the undersigned printers and publishers, respectfully request your honorable board to pass an ordinance prohibiting the use of public spaces for advertising purposes.

First—The use of the streets and parks for advertising purposes is unfair competition with us, who are engaged in the legitimate business of selling advertising. We employ the highest price union labor in San Francisco. We pay a considerable portion of the taxes of the town, and we have a right to ask for protection against competition that pays nothing.

Second—Fence advertising and billing in public places are untidy and objectionable. The pictures are generally coarse, frequently obscene. It is not right to encumber the streets with advertising wagons or advertising men in costumes, destroy the view with banners and placard fences on public property with signs.

Under present conditions a property holder is permitted to use a portion of the sidewalks to expedite the erection or repair of a building. Immediately he surrounds the work with a high board fence, not for the purpose of protection, but to rent as an advertising placard. The fact that this fence brings him in a large revenue is frequently a cause for delaying the work. We will cite as an example of the misuse of this privilege an advertising fence on Geary street, opposite Union square, where for thirty days the entire sidewalk has been covered, pedestrians have been forced to walk in the street and subjected to other annoyances, simply because some one is making a profit out of an advertising fence.

Recently an advertising fence was erected around the Baldwin block and rented for a large sum of money. The millionaire who owns that property is certainly not an object of charity, and it is unfair to give him a portion of the public sidewalk for the display of signs. The same objections apply to every fence erected around private improvements.

In the city of New York contractors placing fences around new buildings or repairs are compelled to keep them free from advertising signs. In the same city no owner of property may erect on his property an advertising fence of a greater height than ten feet. The passage of this ordinance has so much improved the appearance of the streets of New York that no one would willingly return to the old evil state of affairs which was akin to that existing in San Francisco. Every policeman in New York is compelled to see to the enforcement of the sign ordinance, and any person pasting bills on ash barrels or street obstructions is immediately arrested, fined and sent to jail.

THE advertising critic is frequently the man who needs criticism the most.
—*Advisor.*

AN ADVERTISING DODGE.

At a meeting of an upper West Side political club a few nights ago, after the chairman had asked if there were any remarks on a question before the house, a long silence was broken by a man who arose and said that he would like to say a few words, says the *New York Tribune*. He was young, with a face not over-attractive, and his clothes were seedy. He attacked the unimportant local subject with the ferocity of an orator upon whose words the fate of nations might have hung. He talked glowingly, continuously and uninterrupted for many minutes, and in that time managed to be on both sides of the question at once. It was evident that he did not want to offend either the supporters or the opponents of the measure. He went into history and quoted authorities upon abstruse topics, which he managed somehow to make fit the trivial issue. In the course of his remarks he repeated many times the phrase: "Now, I, as a lawyer, believe so and so," or, varying it, said: "My friends come to me and say: 'Mr. Blank, what is your position on this question?' As a lawyer, I answer that it appears to me so and so." Investigation led to the discovery that he was one of a class of men who belonged to numerous small political organizations for the purpose of advertising their business at the meetings. The words, "I, Mr. Blank," and "I, as a lawyer," form the key to the method employed. The hearers are left in no doubt as to the man's pursuit, and there is always a chance that at the meeting some one will be present who will need legal assistance, and may be deceived into the belief that the orator is a man of standing in the legal profession. As long as the man's remarks are in order the chairman cannot suppress him. He is looked on, however, as one of the evils to be shunned.

AN ADVERTISING SCHEME.

Mr. S. Gross, of Gross Bros. & Co., Unionville, Mo., in speaking of best results from advertising, said: "One day recently I turned my entire store over to the Ladies' Aid Society and allowed them 20 per cent on all sales for the day. The leading ladies of the society acted as salesladies and told all their friends of the great day, then they advertised in the local papers so that it would escape no one's notice. They paid for the advertisement. This was the talk of the town and I found it the greatest advertisement I have ever had, and one thing of importance was that it moved a lot of slow sellers."—*Chicago Dry Goods Reporter.*

WITH ANOTHER NAME.

An article headed "Title Insurance" would attract only those interested in such matters; but the chances are that the same article with the heading, "She Lost Her Home," would be read by almost every one who saw it.—*Baltimore (Md.) News.*

No advertiser is large enough or has money enough to advertise in every publication that is placed before him.—*Advisor.*

IN JAMAICA.

Kingston is the chief city and the Jamaica *Daily Telegraph* and *Anglo-American Herald* is the chief newspaper. The size of the paper is the same as the New York *Herald* and has ordinarily eight pages, but on Saturdays and special occasions twelve pages. The *Telegraph* is printed on the usual slow printing presses of England, each sheet being wetted down. The paper has a healthy advertising patronage and many English firms are represented in its columns. "Bovril," the London medicine, advertises in this wording: "Don't wreck your health on the rocks and shoals of wasting diseases when the blood-giving buoy of Bovril is within your reach." Below are two samples of advertisements of the Jamaican style:

THE DOOR 1900.

You are standing at the door of 1900.
If you enter rightly it means success.
Doors do not open by themselves.
You and we can open them.

The men who went through the door of success during the year 1899 all said the door was labeled push.
PUSH WHAT? HERE WE COME IN. WE

ARE UP-TO-DATE.

Those who buy our goods are constantly praising the quality of them as being the best to be had, and if we required testimonials to help us along, we fear no book on earth would be large enough to contain them.

Put your business in our hands. Even one trial order will give you confidence in us and it will make you a wiser and richer man.

Here is another of La Paloma Cigars:

**Smoke La Paloma Cigars, my friends—
Men grieve to throw away their ends.
Of course, as you know, even Palomas
must go.**

Kingstonians say they are far the best,
Even strangers invariably admit that,
I guess.

La Paloma Cigars they are cool, they
are sweet,
Always *Comme il faut*, in cold or in
heat.

Paloma Cigars are known to be good,
All over the island that is well understood.

Let nothing prevent you procuring a few
Of La Paloma Cigars, the right smoke
for you.
Money we sell for; but that's not only
our aim,
Along with it we've got and will keep
up our fame.

Cigars like Palomas are always ready
for use
In all seasons, whichever particular
brand you may choose.
Gentlemen all pronounce them the best
they have used,
And wherever offered for sale they are
never refused.
Respecting the ladies, just list what
they say:
Sweet and fragrant, how nice, please,
sir, smoke away.

Notice the "Smoke La Paloma Cigars" spelled down the beginning of

the "poetry." But it is a pretty fair effort for the Tropics.

LEWIS GARRISON.

INTERESTING READING.

The following interesting reading notice was inserted in recent issues of the local weeklies by an "all-around" store in Perry, Iowa:

WHAT IS IT? WHY IS IT SO POPULAR?
These are plain questions, plainly put, and I will answer them plainly. Reader, you will remember if you are a citizen of this community the terrible fire of November, 1898, in which thousands of dollars were lost. I was one of the losers, saw the result of years of hard labor and earnest application go up in smoke, while the dancing devil of flame seemed from the consuming fire to grin in sardonic derision.

I had been used for years to a life of energetic industry, and the enforced idleness of that winter I can never forget. In March, 1899, I commenced business again, putting in a stock of goods in a little 2x4 shack on the triangle. The place wasn't much larger than a big dry goods box, and I had to open up goods on the sidewalk, and when we got 'em inside I and my clerks would have to back out. Every morning we would move out and every night move in, and when we had two customers in at once the house was crowded. But they came, I bought goods right, put on a very small profit, told the truth about them and the people came to know that at that little shop goods were sold close and on their merit. We did not sell cotton for wool nor wool-and-cotton for wool nor anything else for what it wasn't. We made small profit and when we advertised an article below cost we did it simply to make room for other goods. Our trade grew from the day of our humble opening.

In September we moved into new quarters, moved where we could accommodate the people, and our Grand Opening proved that we were right in the opinion that the public would appreciate our efforts to serve. What is it? Why, it is the place where everything is marked in plain figures, where a child can buy as cheap as a man, where the best goods are sold at a closer margin than you can find anywhere else, where the truth is told about every article, where a bargain means a bargain, where your dollars do double duty. What is it? Why, the Bee Hive, of course, and if you will read our big ad in this paper and attend the special sales announced, you will see why it is so popular with all classes of the trade.

Yours truly, M. GLUCKLICH.

"TURN that wrapper the other side out," said a lady in a store recently as the clerk was putting up her purchase in wrapping paper on which the proprietor's name stood out in bold black letters. "I don't want to be a walking advertisement for your store. I read the papers as all intelligent people ought to do and think in them is the place to advertise, instead of asking your customers to carry your sign around with every purchase." —*Muscatah (Kans.) Record.*

The Orange City

Riverside, California

\$4000 a Year. "California is wonderful. A man who owns thirty acres is a country gentleman." He does just about work enough to keep himself in good physical condition, and clears from \$3000 to \$4000 a year. I know one man who makes \$3000 a year on ten acres of ground. They press the button and Nature does the rest. The average of intelligence, I should say, is higher than in any other state. It surprises me that everyone who has a little capital has not gone to California to live."

The Most Perfect Type. Thus spoke Chauncey M. Depew after a visit to this state. And he might have added that Riverside is the exponent and example of the highest development in California—material, moral, social, intellectual. Here it is the rule, rather than the exception, for a man to make \$3000 a year on ten acres, and very much greater returns are not unusual.

Oranges. A few facts about Riverside that will stand out in your memory are these:

It is the greatest orange-growing district in the world, both as to quantity and quality of its products.

It has two of the most famous avenues in the world, Magnolia and Victoria. Their combined length is twenty miles, mostly through continuous orange groves, within the corporate limits of the city, and aligned with beautiful homes.

Fifty-six Square Miles. The area within the corporate limits of the city is fifty-six square miles, and the colony or district, comprises a territory almost twice as large.

There are one hundred and sixty miles of graded streets within the city limits, and the mileage of the city is nearly double that. Eleven miles of the city streets are paved with asphalt and macadam. The natural roads are the finest in all the world—never muddy and very little dust.

Riverside's irrigation systems **Irrigation**. are among the very finest in arid America. The purity and amplitude of her domestic water supply are not exceeded anywhere.

In the city park may be seen the largest and finest collection of cacti in America, if not in the world. This is the testimony of experts and travelers.

Riverside is the richest city in the world, with the largest per capita income. Yet **Riches**. it has no millionaires and no paupers. There is an even and equitable distribution of wealth naturally incident to the character of the industries in which the people are engaged, resulting in almost ideal social conditions.

In respect of health and pleasure, Riverside stands pre-eminent. It is a place where one can literally live out of doors. The altitude is ideal, ranging from 850 to 1000 feet. The temperature is equable, air dry, rainfall minimum, most sunshine—these are government records. Such conditions make the place a paradise for invalids and sportsmen. There are half a dozen **Recreation**. or more golf clubs, several lawn tennis clubs, lacrosse clubs, ball clubs, polo clubs, cricket clubs, gun clubs, wheeling clubs, all occupying foremost rank in the state. The Riverside Country Club has a beautiful home of its own; also the Casa Blanca Lawn Tennis Club. The Rubidoux Club, a gentlemen's social organization, has elegant permanent **Social Life**. quarters. The Riverside wheelmen own a fine athletic park. The Woman's Club ranks high among the organizations of its kind. Every phase of social and physical life here reaches the highest development. The general conditions are such as to produce the best type of all round manhood and womanhood, a fact fully attested by the moral and physical standard of the community.

For any information not contained herein
address

...Riverside Chamber of Commerce...

J. D. Baumgartner, Secretary

Riverside, California

PLEASE MENTION SUNSET

AN EXCELLENT ADVERTISEMENT, REPRODUCED FROM "SUNSET" OF SAN FRANCISCO.

RUN INTO AND IN TOO.

"You'll get run in," said the Pittsburgh pedestrian to the cyclist without a light.

"You'll get run into," responded the rider, as he knocked the other down and ran up his spine.

"You'll get run in too," said the policeman

as he stepped from behind a lamp-post and seized the bicycle.

Just then another scorcher came along without a light, so the policeman had to run in two.—*Los Angeles (Cal.) Herald.*



EVERY medium has its place,

Dr. Brown-Sequard on Rheumatism and Sleeplessness.

This renowned French physician and scientist taught that rheumatism, sleeplessness, pains in bones and muscles, neuralgia, sciatica and kindred disorders of weakened nerves and vitality were due to an excessive flow of electricity from the body to the earth. This was the thought that suggested the invention of the Slayton Insulation Treatment, by means of which this flow can be regulated or absolutely stopped. By night the patient's bed is insulated by means of the

Slayton Electric Switch Glass Caster, and by day the Slayton Insulating Spun-Glass Insole is worn.

A plain theory, but does it work? Take notice. In the past eight months 10,000 sets have been sold, and not one was paid for until after trial. Are you open to conviction enough to take a free trial of this treatment which is so helpful to others? Read these letters and see if it is worth while.

Mr. D. J. PRESTON, of Tipton, Mich., writes: "The Casters are worth more than their weight in gold to me. I have tried them and know that they have cured me. I was so helpless for three months at a time that I had to be lifted from chair to bed. I have not felt any rheumatism since using the Casters."

NOEL MAY, of Denver, Colo., writes: "The Slayton Insulating Insoles are proving highly satisfactory. I cannot speak too highly of them."

FREE TRIAL.

We will gladly send anyone a full set of the SLAYTON ELECTRIC SWITCH CASTERS and SLAYTON INSULATING INSOLES on receipt of 25c. for postage and packing, or separately, 12c. for the Casters and 8c. for the Insoles. Try them for two weeks according to directions. If they do not help you, return them by mail and no charge will be made. If they do help you (and they certainly will) send us \$1 for the Casters and \$1 for the Insoles. These articles may be used separately with great benefit, but to secure the greatest relief both should be used. Be sure to state whether Casters are to be placed on iron, brass or wooden bedsteads, and the size of shoes Insoles are to fit.



THE SLAYTON ELECTRIC CASTER CO., LTD., — 25 High Street, Tecumseh, Mich.

A CORRESPONDENT WRITES: I BELIEVE YOU SHOULD REPRODUCE THIS AS AN ADVERTISEMENT THAT IS GOOD BOTH FROM A TYPOGRAPHICAL AND LITERARY STANDPOINT. IT MAKES SOME STARTLING ASSERTIONS, BUT MAKES THEM IN A WAY THAT APPEARS TO CARRY CONVICTION, AND STRENGTHENS THEM BY ITS OFFER TO ABIDE BY THE RESULT OF THE USE OF THE ARTICLE ADVERTISED BEFORE PAYMENT IS MADE.

CONCERNING EXPOSITIONS.

The exposition fever may be said to have broken out at the time of the Centennial, twenty-four years ago. The great show at the Crystal Palace, in London, half a century ago, was the first of its kind and a wonderful success. The French, quick to seize the idea of a national fete, began their series of expositions about the time of our celebration of the hundredth birthday of the United States, and in 1889 held a sumptuous fair in Paris. Close upon this, others were inaugurated, many of them on too small a scale to command universal attention. The series culminated in the superb World's Fair, at Chicago, in 1893—certainly the finest and greatest exposition that has ever been held. The Paris Exposition of this year has unfortunately fallen at a time when one powerful nation is at war, and when the European political situation is such as to cause

alarm. It does not appear likely, therefore, that the Paris Exposition of this year will exceed the Chicago fair in magnitude or interest. It will be, of course, beautiful and probably well-managed, but it is thought that the exhibits of British and American goods will not be very large or complete and that the Exposition will be more local in its scope than it has been in former years.—*Electrical Review.*

A POSER.

Yellow Journal Proprietor—Do you know the truth when you see it?
Reporter (proudly)—No, sir!
"Then how are you going to avoid it?"—*Life.*

THE people who are intelligent enough to read a paper are the people who have intelligence enough to make a good living for the family, and naturally spend money freely and yet wisely.—*Newspaper Maker.*

"Palatial Fire Traps"

The following editorial under above heading appeared in the N. Y. TIMES of January 11, 1900.

"The fire in East Fifty-fifth Street, by which two persons lost their lives, reinforces the moral taught by the burning of the Windsor Hotel and by the burning within the last year or two of a number of private residences in fashionable parts of the city attended with loss of life. The moral is that the lavish expenditure of money either in taking up one's quarters at a fashionable hotel or in buying a costly house affords the lodger no guarantee whatever that the primary conditions of safety have been looked out for in his temporary or permanent abode.

"No tenement house fire could have found a more easily combustible edifice than the Windsor to work its will upon. No frame house which the law allows to be built in the outlying parts of the city, or which may have survived the march of improvement in the heart of the city, could have offered less resistance to the flames or allowed its occupants a smaller chance for their lives when the fire broke out than the costly and apparently substantial residences which have been so quickly and completely consumed. These houses cost more than a hundred thousand dollars each. They were built in fashionable quarters, by fashionable architects and builders. The purchaser of one of them could not have ascertained for himself whether it was substantially or flimsily built, whether it would resist fire long enough to insure the safety of all the inmates, or whether it would burn like tinder and give them but a desperate chance of escape, without tearing off the costly "finish" and investigating the construction. No purchaser does, in fact, take that precaution. No purchaser ought to be required to take it. It ought to be a matter of course that the law has looked out for that. It is an impeachment of the civilization of New York that the law should not have looked out for it, and that the buyer of a modern and very costly dwelling should find it, when the test came, without the most rudimentary precautions against swift destruction by fire."

• • • • It is not to be supposed that the speculative builder will spend, in ways which do not show, more money than the law compels him to spend. It is the law which is in fault in setting a lower standard of construction than prevails in more civilized communities and in occasionally, in consequence, sacrificing a family to the Moloch of "speculative building."



PREVENTION is the only protection from this danger. Nearly all these fires arose from a similar cause, i.e., defective heater pipes. If you will install in your residence our double pipe with air space between, you and yours will be always safe from such peril.

Perfection Furnace Pipe

is now recognized by leading architects and builders everywhere as the only safe Furnace Pipe, but the "speculative" and unscrupulous builder does not always specify its use on account of the slight additional cost over ordinary cheap pipes. Will you not investigate its merits and insist upon its use in your home?

Catalogue and information free upon request.

The Perfection Furnace Pipe Co.

600 Broadway, Toledo, O.

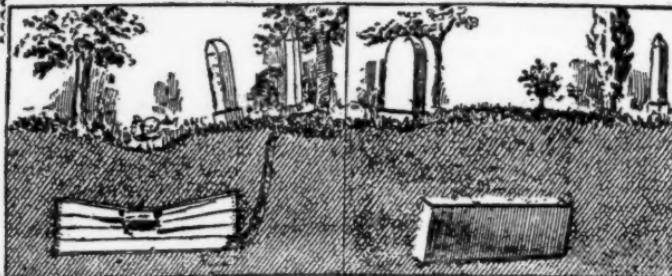
AN INTERESTING MAGAZINE AD.

ADVERTISING TALKERS.

A writer in the New York *Commercial Advertiser* suggests, as the next step in development of literary advertising, the engaging of gentlemen persons of social tastes to talk, for hire, about any given book among all the reading people met. No one would suspect the man in the least. In the most natural way in the world he would refer to what he had been reading and say how he liked it. By unobtrusive but persistent references he could easily stamp a hundred minds with the impression that it was a good

thing and that everybody was reading it. An enterprising publisher would have a large force of these drawing-room reviewers and would assign duties according to their peculiar aptitudes. A blunt and breezy commentator that would do well in Texas might fail in Boston. Such a profession would give scope to a great diversity of talents and afford a chance for amazing feats of skill. To take an utterly worthless book, for example, and make it sell in spite of all obstacles of education or good taste or common sense would be no small triumph.

TH'S OR THAT



IN PIECES
FUMES AND FLUIDS ESCAPE

IN PEACE
AIR AND WATER TIGHT

A PERFECT BURIAL
VAULT OF CEMENT,
QUICKLY AND EASILY
PLACED.



BETTER THAN MARBLE, SLATE, STEEL OR STONE, WITHIN YOUR MEANS.

PATENTED JANUARY 18, 1898.

Health authorities and sanitarians are all agreed that the present method of burial, which has been practiced for centuries, is the cause of many deaths. Whence the source of your water supply?

"This disease (typhoid) costs Indiana not less than \$5,000,000 annually. Some day we will learn not to eat and drink our own filth."—Monthly Bulletin Indiana State Board of Health.

"The use of your vault for John P. Reichwein, at Crown Hill Cemetery, caused me to have my father-in-law, the late Philip Reichwein, taken up and interred in one. I was surprised to find the box yielding so soon. Now he is protected, and we are better satisfied."—A. F. MEYER.

Just drop us a Postal Card. **VAN CAMP BURIAL VAULT CO., Indianapolis, Ind.**

A PECULIAR ADVERTISEMENT.

WOMEN IN BUSINESS.

In the March number of the *Ladies' Home Journal*, the editor gives expression to the following sane and cogent views of women in business:

I have recently been interested in ascertaining the definite reasons why employers have felt the positions in their establishments were not most effectively filled by women. The lack of physical endurance and the unreliability caused by physical considerations were the main causes. In times of pressure women clerks were found to be either absent or they gave out. The lack of executive ability was given as the main reason in positions of trust, and the friction caused by the objection of women subordinates to receive orders from one of their own sex. Pending or impending matrimonial engagements were also a very pronounced cause. The proprieties came in for their share, the merchant not feeling he could ask his female secretary or clerk to remain after business hours. The trader felt that he could not send a woman off on a mission which required hasty packing and preparations for travel at an hour's notice. Then, too, women do not care to travel

alone. The newspaper editor felt that he could not give his female reporter indiscriminate assignments or send her out alone at all hours of the night. In a number of cases women seemed to object, and were inclined to accuse their employers of forgetting the social amenities when they spoke sharply to them. In these cases women always seemed to remember that they were women, and made their employers remember it, too. Illness in the family which would not necessitate a man's absence, keeping the woman at home, was another reason. And so went on the reasons which made employers decide that they preferred men to women in their offices. And as I carefully went over the reasons each pointed to simply one thing: the unnatural position of woman in business. It was not mental incompetence. But God had made her a woman and never intended her for the rougher life planned out for man, and each step she took proved this uncontrollable fact to her. It was not man that stood in her path; it was herself.

No business is too large or too small to advertise.—*The Advisor.*

NOTES.

A copy of the New York law against fraudulent advertising has been introduced in the Massachusetts Legislature.

PRINTERS' INK is a recognized authority among the large advertisers of the country.—*Anaconda (Mont.) Standard*, Feb. 27, 1900.

PRINTERS' INK, published in New York City, is the recognized authority and guide for the advertising public in the United States.—*Anaconda (Mont.) Standard*, Feb. 25, 1900.

STREET & SMITH offer \$100, divided in amounts ranging from \$25 to \$3, for the best window display of newsdealers, made up exclusively of their publications. The dealer has to send a photograph of his display.

MR. W. H. STEINBRENNER, of Cincinnati, Ohio, says there is no local ordinance in his city prohibiting the distribution of medical samples; that statements recently published to that effect are erroneous.

In the *Drovers' Telegram* of Kansas City, Mo., of March 8th, the Jones Dry Goods Company had an advertisement of four full pages, apparently covering the entire gamut of human wants and needs.

THE Omaha (Neb.) *Weekly Bee* offers \$15,000 in prizes to people who guess nearest to what the population of Nebraska will be in the next census, each guess to be accompanied by \$1.75 for a yearly subscription.

MURAT HALSTEAD claims to have been the inventor of the newspaper interview. It was he, according to the *Fourth Estate*, who sent the late Joseph McCullagh through the South to secure personal statements from Southern leaders.

Mexico Pioneer is the name of a one dollar a year monthly published at Austin, Tex., the publisher of which believes that Mexico is full of commercial opportunities for the poor man, and proposes to exploit them through his periodical.

The St. Paul *Globe* printed during February, 1900, 42,140 agate lines more advertising than in February, 1899, making a total increase for the eleven months of our fiscal year of 591,710 lines more than for the corresponding eleven months of the previous year.

THE *Sphinx* is a finely printed monthly magazine, hailing from Boston, costing thirty cents a number and three dollars a year, devoted to astrology. The style in which it is gotten up appears to indicate that the people "behind it" have money wherewith to pursue the subject in an artistic way.

IN Chicago a walking shoe ad attracted considerable attention recently. A darkey, wearing a linen ulster on which was painted the name and location of the merchant, had on a huge papier mache hat, made in the shape of a shoe, sole uppermost, and having the toe projecting over the face.

THE D. L. & W. R. R. has appointed its advertising manager, Mr. Wm. B. Hunter, also to be industrial agent, to take effect April 1st, with offices at 26 Exchange place, New York, "his duties being to encourage and promote the lo-

cation and development of industries upon the lines of the company."

THE Montreal Translating Bureau, 475 St. Denis street, Montreal, Canada, makes a specialty of translating for advertisers from English to French, or vice versa. It gives a list of convincing references. "When an advertiser does his own translation," says the Bureau, "it is 'speculation'; when he does it through experienced specialists it is 'investment.'"

THE Association of American Advertisers asks from publishers the average number of copies actually sold, deducting all return copies, such sales to be classified as follows: (a) by subscription; (b) by news companies, newsstands, etc.; (c) by newsboys. Average to be the yearly average. In the case of dailies to be the daily average; Sunday edition stated separately.

THE Nicholson Aural Institute of London and New York is sending to the leading publications of the United States a request to insert the following:

TO THE DEAF—A rich lady, cured of her Deafness and Noises in the Head by Dr. Nicholson's Artificial Ear Drums, gave \$1,000 to his Institute, so that deaf people unable to procure the Ear Drums may have them free. Apply to Department, The Institute, 780 Eighth Avenue, New York, U. S. A.

"This item of news," it says, "is sent to the editor with the hope that he will mention it, as there may be some unfortunately deaf amongst his readers. If a copy of the paper with the item be sent to us, it will be given a place of honor in the waiting room of the Institute, which will well repay the kindness. The editor's orders for patient's admission will be honored with pleasure."

ACCORDING to the Chicago *Journal*, among the American exhibits at the Paris Exposition will be that of Lord & Thomas' map of the United States, occupying a wall space 16 by 18 feet, showing the publishing interests of the various States and Territories, population, number of publications, circulation per issue, percentage of circulation to the population, value of plants, number of employees, average hours of labor, wages and average cost per inch for yearly advertising.

IN the interest of church journalism at large, the Church Press Association, of Philadelphia, Pa., proposes to establish a complete file of all local church papers printed by churches. They will be classified by States, counties and cities and a catalogue will be printed giving the title, church in whose interest published, name of pastor, editor, age of publication, circulation and advertising rates. Every pastor publishing his own paper is requested to put the Church Press Association on his exchange list.

"A COMMERCIAL PILGRIM" is the name of a 116-page book published by the Cedarine Allen Company, of Clinton, N. Y., manufacturers of Cedarine Pianos and Furniture Polish, with each bottle of which it is given away free. It recounts in an unchackneyed, interesting way how "Cedarine" Allen traveled round the world, incidentally allowing us to discover that it was in

the interest of the polish. Every advertising man who sends six cents for this curious piece of advertising literature will probably call it money well invested.

EDWARD GREGORY, of Cloverport, Ky., offers the following proposition to advertisers: The Voyager, one of the most unique crafts that ever floated down the river, will leave Cloverport on May 1st for an advertising trip down the Ohio and Mississippi River and tributary streams. The Voyager will be 55 feet long, 16 feet wide, 4 feet depth of hull. All kinds of advertising matter will be placed in towns along the route. Signs will be painted on good places, agents appointed also. Advertising space will be sold for \$50 a side for one year, painted on the boat.

SAYS the London *Telegraph*: Railroad passengers in France raised such an outcry against advertisements stuck on posts along the lines, hiding the view of fields and forests, that the Council General of the Seine passed a resolution on the subject directing the railway companies to remove them. Now the directors of the Orleans line have sent out a circular directing all the tradespeople who have advertisements along the company's railway from Paris to Bordeaux to remove the same within a month. The advertisements have been quite a source of revenue to the railway companies.

A MERCHANT in Elk Point (S. D.) has a scheme for "booming trade," which is described as follows: The plan is to issue with every purchase a ticket bearing the amount, also having the day of the month on it, so that each customer at the end of the month has tickets to the amount of the entire month's purchase, with different amounts credited to the different days. At the end of the month there is a drawing at which the different days of the month are put into a hat and one drawn out by a little girl. When the number is drawn, which for last month was February 23, all the patrons of the store who had purchased tickets on the firm bearing the date of February 23, are allowed to return to the store and turn in these tickets for goods at their face value as if they were so much cash.

WILLIAM H. DONALDSON, of Cincinnati, publisher of the *Bill Board*, a paper devoted to the interests of billposters, has brought a suit in the United States Circuit Court here for damages against nine members of the Associated Billposters of the United States and Canada. The defendants in the suit, O. J. Gude, Edward C. Donnelly, E. A. Stahbrot and six others, represent the leading billposting concerns in the principal cities of the United States. Donaldson alleges that they set out systematically to ruin him and kill his publication in order to build up the official publication of the Association, and that among other things they had a boycott resolution passed at the October meeting of the Association directing members to cease their support of Donaldson's periodical, either by subscriptions or advertisements. Donaldson sues for \$10,000 damages and costs and maintains that under the provisions of the Anti-Trust Law he should have threefold damages, or \$30,000.—*New York Sun*.

IN ENGLAND.

The South African situation is having a tremendous effect upon England's advertising schemes. Every kind of ax, personal and commercial, is ground to the tune of the war with the Boers. All the patent remedies are vouched for, it would seem, by "Bobs" and Lord Kitchener, presenting, as most of them do, fine portraits of their distinguished indorsers, while way down in one hardly-to-be-perceived corner appears the name of the medicine. Every kind of clothing, toilette and household utensil is proclaimed by the London papers and busses as "peculiarly adapted to the use of our soldiers in South Africa," or as "warranted to stand the South African Climate," or "impervious to all shot and shell emanating from the Boers." As for the application of the South African situation as a means of personal advertisement, Americans have only to recall the late antics of Mrs. Hugo de Bathe. But Mrs. de Bathe is not the only one. Every loyal British journal nowadays has its page upon page filled with row upon row of portraits of men and women, more or less insignificant, who have helped or who are helping or who will help in increasing the war fund. Their insignificance matters little, though. That they are helping the war fund is enough, and all are indiscriminately labeled: "Interesting Men Interested in the War Fund," or "Distinguished Women Who Are Helping the War Fund," or "Famous Men At, or Going to, or Who Have Been in South Africa." The stage has, of course, been most quick to pounce upon the South African opportunity for self-advertisement. Any actor or actress capable at all of lisping in numbers has come forward upon every possible chance and recited the "Absent-minded Beggar," and, incidentally, has had his or her picture published in the illustrated weeklies—an honor that would never have befallen them under normal conditions. The social aspirants have simply coined opportunities to bring themselves forward ever since the great opportunity of the war opened. The end, of course, in a measure, justifies the means.—*New York Evening Sun*.

APPRECIATED.

One of the most readable journals that comes regularly to our desk is PRINTERS' INK. It is devoted to the interests of advertisers, and throws out many suggestions that are valuable to any one interested in that line of work. In the management of a miscellaneous book and publishing business, we soon found that in the subject of advertising we had run up against something pretty big, and in reading up and studying out plans to meet these conditions we have found PRINTERS' INK most helpful.—*Literary Life* (Dallas, Tex.), February, 1900.

MERIT proclaims itself, but printers' ink proclaims merit.—*Profitable Advertising*, Boston, Mass.

"CHARGE!" shouted the gallant colonel. One private alone hung back. He formerly had been a clerk in Pusher's dry goods store, where anything not a cash sale is treason.—*Life*.

IN INDIANAPOLIS.

INDIANAPOLIS, Ind., March 6, 1900.
Editor of Printers' Ink:

A new and strange chapter in newspaper annals is being recorded at Indiana's capital. It concerns the advent of the Indianapolis *Press*—full grown on its natal day, bristling with all the news features of the metropolitan daily, printed on two mammoth Hoe quadruple color presses, with all other departments to match, including up-to-date half-tone etching plant. Better still, the *Press* is backed by sworn circulation of more than 30,000 daily average since its first issue, less than three months ago, with proportionate advertising booked on yearly contracts.

The phenomenon has not only brought dramatic interest to the local newspaper situation, but has focused the quizzical gaze of all newspaperdom, evoking perhaps a wider comment than any other newspaper event of the century. To outward appearance, a full-fledged newspaper has been founded in a day, eliminating the time element hitherto deemed quite as essential as in the growing of an oak. To those familiar with the local undercurrent, however, there is no mystery—no overturning of time-honored maxims. The riddle finds solution in the fact that the projectors of the *Press*, John H. Holliday and William J. Richards, were for a quarter of a century editor and publisher respectively of the Indianapolis *News*, which under their joint control had come to possess almost oracular power and influence.

Not the individuality of Horace Greeley in the *Tribune*, Henry J. Raymond in the *Times* or Samuel Bowles in the Springfield *Republican* was a greater force in their respective newspapers than is the individuality of the men at the head of the *Press* in the journalism of this field. However the personal element may have passed—more's the pity—with the distinguished men named, and may again pass with the passing of the trained journalists conducting the *Press*, that personality is still a tower of strength in this State and its proud capital, giving added currency to thought and opinion touching public measures and men. Indeed, the personal quality behind the newspaper is greater in smaller communities, by as much as the individual is relatively a greater factor in small than in more populous cities, taking, as he does, a deeper concern in public affairs.

By this token, the New England town meeting was more representative of the mass than the municipal bodies of our great cities. Eliminate the personal element from a newspaper and you have the anonymous newspaper, precisely as you would have an anonymous letter by striking off the signature. But for the *Press* here, afternoon journalism in Indianapolis would be largely anonymous. The morning field is held by the *Journal* (republican), exclusively owned by John C. New, Harry S. New and George C. Hitt, and the *Sentinel* (Democratic) by Samuel E. Mors. There is no doubt as to who is speaking through their columns. In the evening field, however, the chief ownership and control of the penny *Sun*, as of the Indianapolis *News*, is held

and the editorial policy dominated outside the State—a condition more liable to be resented by readers in smaller than in larger cities. These evening publications are anonymous so far as the usual announcement in the editorial head makes known, or the contents from day to day indicate.

In the matter of circulation claimed, the penny *Sun* boldly challenges the truth of every other statement and proudly sets out its own increase over the past year, but carefully conceals the last year's figures or its present total. The *News*, however, gives definite figures, which are attested by neither proprietor nor the salaried manager, but by a subordinate clerk in the office.

The advance announcement of the *Press* caused an amusing flutter among the competing afternoon papers, which hastened to install new features and enlargement (for which the *Press* is getting the credit), and resorted to the wildest expedients by all sorts of premiums and in instances by free distribution, to bolster circulation, while the *Press* scorns to offer "any inducement to subscribers other than the merit of the paper," as itself puts the case. As will be seen, the sudden success of the *Press* is accounted for by the fact, that "it is not," as an exchange expresses it, "in vital essentials a new paper, but merely an old friend in a new dress—an exponent of old principles by the same principals—the pursuit of old ideas of independent journalism, well approved, under a new name and vastly improved form."

It only remains to connect the events noted and destined to become historic with causes precedent. In 1892 Mr. Holliday retired from the *News* under a mistaken diagnosis of health and was substituted in the firm with Major Richards by William Henry Smith, of Associated Press fame, buying in, for his son Delevan and son-in-law, Charles R. Williams, the latter succeeding Holliday in the editorial chair. Radical differences in editorial policies ensued. It has leaked out that the Major on occasions stopped the presses to lift out editorial matter which he deemed at variance with long established policies of the paper, and once at least his own signed remonstrance appeared in the same issue opposed to the editorial endorsement of a deal, fastening a thirty-four-year street car franchise upon the city of Indianapolis. The inevitable end came by dissolution and sale under order of court on application of Major Richards, who reserved in open court the right to found another paper. The sale went to his partners at the sensational price of \$936,750. Petitions now began to pour in, representative of all classes throughout the city and state, coupling the old names, so long familiar to the people, asking them to found a new paper on the old lines. The result is the Indianapolis *Press*. In their announcement, Messrs. Holliday and Richards aver that "it is not, in motive, a mere quest for occupation and livelihood, but is in response to what seems to them a call to duty."

With all these elements so fitly joined I think I hazard nothing in the prediction that the present marked success of

the *Press* will continue and that, as a type of independent journalism, it will be well worth watching.

A. J. HALFORD.

CHURCH ADVERTISING.

NEW YORK, March 3, 1900.

Editor of Printers' Ink:

The usual church ad is as dry as was the book or trade-paper ad of the past. It consists of a two-line announcement, in a sargasso of other announcements, and may possibly be read by the exceptional man who is pining for some place at which to worship and who is looking over the paper to find the place. For the man who is not looking for a church ad, but who might be induced to go to church, there has been little if any provision. In an effort to show the effect of a "different" announcement, I prepared and placed this ad in the *Evening Journal* of Sat-

If you would please the
Old Folks at Home
COME TO
CHURCH TO-MORROW.

Come to the

CHRISTIAN CHURCH.

(Disciples of Christ.)

and hear the plain Gospel of the
New Testament.

B. O. DENHAM,
Pastor. Morning, 10:45.
Evening, 8 o'clock;

321 West 56th St., bet. 8th and 9th Aves.

urday, January 20th, and had the ad placed on the second page next reading.

A number of strange faces were noticed the next day and some of the visitors "mentioned this paper" to the preacher. The trustees learned that this ad in one paper would cost \$12 per issue, while their full expenditures in the past in all papers used had amounted to only about \$4 per week; and in spite of the fact that they had never been able to trace a single visitor to the old ads, the new style was voted down. The progressive members rallied, however, and now the billboards within a radius of half a mile of the church are afame with a red, white and blue poster, nine feet high and seven wide, advertising a special series of thirteen meetings, beginning with March 4th. This poster, while not a work of art, shows the exercise of much ingenuity in its construction; in the center and running the entire height and the entire width, is a red cross seven feet wide, nine feet high and two feet thick, lettering in white being engraved into the cross, the prominent line being the words, "Get Right With God." Above and below the red is white paper with reading matter in blue. Fifty of these posters are being displayed on fifty billboards for a term of two weeks, all in the vicinity of the church, and the total cost, including the engraving and printing, the rental of the billboards

for two weeks and twenty-five extra posters to renew in case of damage by storms, is \$60—not an extravagance by any means. The result is as yet unknown, as I am writing this on the day before the meeting begins. Should the result be good I will so inform you; if otherwise, the "progressives" will take a back seat for awhile. Yours very truly, SAM W. HOKE.

MEN'S TRADE SUGGESTIONS.

NEWARK, N. J., March 7, 1900.

Editor of Printers' Ink:

I would suggest that clothiers, shoe dealers, gents' furnishers, hatters and similar retail stores who make a specialty of trading with men instruct their clerks to obtain from every cash purchaser his name and address and in this way compile a list impossible to procure in any other way. Then, at stated intervals, send a booklet, attractive circular, announcement, souvenir or advertising novelty to each one, reminding them that their trade is appreciated and that a continuance of the same is earnestly desired. A good plan would be to place in the hands of the clerk little cards ready to be filled out, and these could be filed alphabetically similar to the regular card index system. Inasmuch as customers will most likely purchase a hat, pair of shoes or a suit, as the case may be, at about the same time, by having the date of purchase on each card, the store keeper can start in to advertise individually to these customers a month or six weeks before they will make their next purchase. I know of one clothier who places a little celluloid match safe in the vest pocket of every man's suit that he sells and says nothing about it at the time. You can imagine what a nice impression this makes when it is discovered later on by the recipient. The main point I desire to bring out, however, is the fact that the store keepers have been particularly lax in regard to knowing the names of their cash buying customers and not following them up systematically for their future trade, the same as some of the large manufacturing concerns do. It is a fact that some of the stores which do a credit business make a feeble attempt to follow up some of the trade whose names are represented on their books and yet pay no attention whatever to the people who pay cash. After all their labor and expense to get the cash buyer to their store, they appear to be willing to sell him once and let him go without forming an acquaintance that would have ripened into future and continued trade from an occasional reminder sent through the mails.

Yours truly, J. B. SHORT.

FIND P. I. USEFUL.

OAK PARK, Ill., March 6, 1900.

Publishers of Printers' Ink:

GENTLEMEN—Please find inclosed check for \$5. Kindly mail the copies missing, as we do not wish to lose any of the valuable thoughts on advertising. We inclose one of the thoughts used. We have received several compliments on this circular. It was issued to announce a little side venture of this firm in Austin. Yours respectfully,

BARR & COLLINS.

IN ITS PRACTICABILITY.

Office of
"McCOMB RECORD."
McCOMB, Ohio, March 8, 1900.

Editor of PRINTERS' INK:

We received the worth of our year's subscription in last week's issue of the *INK*. It furnished us an article which came in "pat" for our "Store Paper" folder. In its "practicability" is where *PRINTERS' INK* wins out. Such practical articles as the store paper story in February 28th issue make *PRINTERS' INK* as useful and practical as bread and butter. The "dampfoolishness" is left to the "babies."

Fraternally, MOORE PRINTING CO.

JOY IN THE SUNNY SOUTH.

MONTGOMERY, Ala., Feb. 28, 1900.
Editor of PRINTERS' INK:

For half a century the *Montgomery Advertiser* has easily ranked as the leading and representative Alabama newspaper. Its location in Montgomery, the central city, as well as the political, commercial and social capital of the State, together with its ability, reliability, cleanliness and completeness as a newspaper, have given it a prestige and circulation throughout the State that none of its competitors has ever been able to secure.

During the past five years the *Advertiser's* superior mail facilities and the push and enterprise of its management, have enabled it not only to maintain the lead of, but to fairly distance all of its competitors. Alabama has other able, clean and enterprising newspapers, but none of them can cover the whole State on the day of publication as the *Advertiser* can and does. Trains in every direction, early in the morning, on seven important railroads enable the *Advertiser* to reach nearly every postoffice in the State by night on the day of publication. This paper employs much the largest force of men of any paper in the State and at better salaries. It has paid correspondents at every county seat in the State, and its domestic news service is much the best of any of the Alabama dailies.

The *Advertiser* was among the first Southern newspapers to put in perfecting presses and a battery of Mergenthaler linotype machines, and it was the first in Alabama. The rapid growth of the paper during the past five years has made it necessary to put in a new double-deck Goss perfecting press, and its plant is now much the best equipped in Alabama and equal to that of the best in the South.

The city of Montgomery has a population of over 40,000, and is one of the most prosperous cities in this country. There has not been a vacant store in it for nearly two years, and a number of new ones are being built. It is often the case that eight pages during the week will not hold the *Advertiser's* news and advertising matter, and now that the new and larger press is available, ten and often twelve pages are printed during the week and sixteen to thirty-two on Sundays. The *Advertiser* carries an average of 23 columns of advertising during the week, and 55 on Sundays, which is fully 25 per cent more than any other Alabama daily has, and this larger busi-

ness is carried at a much higher rate. The *Advertiser* has made steady and rapid gains in circulation and advertising patronage for years. Five circulation workers push the paper in every nook and corner of Alabama, and vigorous efforts are constantly made to perfect the news service of the paper. It is the only paper published in the State that furnishes a detailed sworn statement of circulation to the publishers of the American Newspaper Directory and other directories. Its daily average for last year was 6,432 and on Sunday 7,444, and the daily average for the month of January just passed was 7,132, and on Sunday 8,020, which shows healthy gain.

The readers of the *Advertiser* are among the best people in all sections of the State, and advertisers get unequaled returns from it.

In a word the *Advertiser* has the news, the location, the reputation, the circulation and the facilities to enable it to give its advertising patrons the best service and the largest and surest returns for their money of all Alabama newspapers. This being the case, it is not at all strange that it has much the largest advertising patronage of any Alabama daily, and it will be very strange in future if the discriminating foreign buyers of advertising space do not give it a still larger share of their business.

Respectfully yours,
THE ADVERTISER COMPANY,
V. H. Hanson, Mg'r Adv. Dep't.

*The editor of the American News-paper Directory says that on one point the *Advertiser* is wrong, that the fact is the *Age-Herald* of Birmingham does furnish such a statement as his rules require and the Montgomery *Advertiser* does not.

TELL THE STREET AND NUMBER.

LOS ANGELES, Cal., March 1, 1900.
Editor of PRINTERS' INK:

In the course of a tour covering the wide area of country between the Atlantic and the Pacific and a perusal of newspapers in every city or town visited, I met with one great lack in advertisements of local stores. A whole page of most enticing attractions to be found in Chicago at Marshall Field's or Hamburger's, either will answer by way of illustration, but where? No address, and how is the stranger in the land to avail herself of the tempting array of goods advertised? Inquiry reveals the location, but why withhold such an essential piece of information? Has not the Little Schoolmaster in the art of advertising a suggestion to make along these lines?

The same fault is always to be noted in theater advertisements. I live in New York when at home, and more than once have failed to see an attractive play because I really did not know the location of the theater—whether it were near by or far away.

A WOMAN READER.

THE advertising which "doesn't pay" is the advertising which is not backed up by the merchant. It is folly to blow and bluster about a poor stock of goods —Dry Goods Economist.

THE OLDEST PAPER.

OVERBROOK, Pa., March 13, 1900.
Editor of Printers' Ink:

In your issue of March 7th you reprint from the *Berkshire Democrat*, North Adams, Mass., an interesting account of the *Newport Mercury*, with the heading, "The Oldest Newspaper in America." In the body of the article the statement is made: "On June 12, 1738, the first *Newport Mercury* made its appearance."

At that time Benjamin Franklin's newspaper in Philadelphia had been regularly published thirty years. Of all the papers in the country it is undoubtedly the oldest, and it can trace regular publication during the 172 years of its existence. It was the *Pennsylvania Gazette* from 1728 to 1821, when the name was changed to the *Saturday Evening Post*. There is no question as to the continuity of its history. With great respect I beg to remain,

Yours very truly, L. R. MEEKINS.

ON ONE MAN'S NERVES.

CHICAGO, Ill., March 8, 1900.
Editor of Printers' Ink:

I have often asked myself if readers of E. W. Hoyt & Company's attractive advertisements notice the crude and excruciating lettering of the name

RUBFOAM,

and yet I don't recall ever having read a criticism of the abortion. It grates on the nerves and throws an educated printer into a bad humor. It is decidedly suggestive of the merchant who attempts to call attention to his wares by employing an awkward-looking band that cannot play in harmony. The letters or "faces" used in advertising Hardman pianos and Monarch Bicycles are every bit as attractive and are legitimate.

E. F. COLSON.

IN KNOXVILLE, TENN.

Editor of Printers' Ink:

Inclosed herewith is an affidavit regarding the *Sentinel's* circulation for the month of February, 1900. It shows the total circulation for February to have been 151,080 copies, or an average of 6,295 copies for the twenty-four publication days. Very respectfully,

THE KNOXVILLE SENTINEL CO.,

R. H. HART, Mgr.

State of Tennessee, Knox County, ss.: Personally appeared before the undersigned W. C. Johnson, a notary public, within and for said county, R. H. Hart, manager of Knoxville *Sentinel*, who makes oath in due form, deposes and saith that the total circulation of the Knoxville *Sentinel* for month of February, 1900, was one hundred fifty-one thousand and eighty (151,080) copies, or an average daily of six thousand two hundred and ninety-five (6,295). R. H. HART.

Sworn to and subscribed before me the second day of March, A. D. 1900, at Knoxville, Tenn.

W. C. JOHNSON, Notary Public.

NOT TO BE DENIED.

The religious paper is pre-eminently a family paper. It goes into homes that but few other periodicals can enter, and its influence over its constituency is of the healthy and permanent sort that is gained by truth and reason, and not by bombast. It is a part, and a very prominent part, of the great moral force that has shaped our national policy from the beginning, and the signs of the times go to show that the church press, supported by a rapidly growing church population, must have an untold influence upon the future of the republic.—*Profitable Advertising, Boston Mass.*

A SBE STINE

75% cheaper than Oil Paint.

THIS TIME SPEARE'S PAINT MAN

has painted his cellar with *Asbestine*; painted it a brilliant white that will not turn yellow nor rub off, and it is not affected by dampness. He has made his cellar light and cheerful, also healthful, for *Asbestine* destroys disease germs. The paint is so durable it will be much less likely to catch fire from hot ashes, etc., for *Asbestine* is wholly mineral and cannot burn. He will not have to paint his cellar again for years, for he can wash this paint when it gets soiled.

Asbestine has been severely tested for two years, and in spite of the most strenuous opposition by oil paint and glue-based wall finishes, over 7,000,000 pounds of it were sold last year.

Asbestine is a dry powder. Add water, and you have a fireproof and weatherproof paint that will not crack or peel. Can make any color you want. Send for color-cards. All colors for outside. Ask your dealer for it, or send for color-card "F" and sample and price-list.

THE ALDEN SPEARE'S SONS CO., 340 Atlantic Ave., BOSTON, 74 John St., NEW YORK, 8 Milwaukee Ave., CHICAGO.

TYPOGRAPHICAL.

Yes, Nature's wise, we can't deny,
In all her hidden ways,
But in her "types of men," oh, why
Are there so many "J's"? —Life.

SCHEME FOR REPLY ENVELOPES

Assistant Postmaster-General Madden has sent to Chairman Loud of the House Committee on Postoffices and Post Roads a copy of a bill to be introduced in the House authorizing the issuance and use in the mails of reply envelopes and reply cards without prepayment of postage. The scheme is to permit business houses to send out circular letters with envelopes inclosed and for their patrons to mail these envelopes and cards without paying postage, the business firm agreeing to pay this upon their return to it. In explaining his bill, Mr. Madden says:

"At present many business establishments and persons, in order to secure patronage and replies by mail, send to solicited and prospective patrons and correspondents prepaid cards and envelopes. Practical experience and observation, it is claimed, show that only about 10 per cent of these are returned, entailing a loss to the senders of 90 per cent of the postage, value of the cards and envelopes so distributed. The plain business policy of averting this loss on mail orders and replies, while still paying postage on that which is returned, has led to a demand for such enactment as will secure that end."

"This bill provides that the Postmaster-General may arrange with private persons, firms and corporations for the issue by them of reply cards and envelopes, and for the transmission of the same in the mails without prepayment of postage, the postage to be collected from the addressee, as postage due is collected under the present conditions; that a deposit in advance shall be required sufficient to secure the payment of the postage; that the reply cards and envelopes shall be so marked as to distinguish them and safeguard their use, and that the privileges of the postal registry system may be extended to such reply envelopes, the registry fees to be collected from the addressee." —*The Wheel.*

ADVERTISING WISDOM.

Advertising that pays costs nothing.
A drop of ink may make a million dollars.

There may be nothing in a name—until it is advertised.

When money talks, we never stop to criticise the grammar of the ad.

Spiritualists and clairvoyants are not the only fake mediums in the United States.

Self-praise is all right when inserted in some good advertising medium.

It is hard to convince a successful advertiser that perpetual motion is an impossibility.

Advertisers would be more successful if fewer newspapers were failures.

An ounce of self-reliance is worth a pound of adwriters' mss. Another case of 16 to 1.

A man will give up a dollar for a fifty-cent article he wants, and a woman will give up ninety-eight cents for a dollar article she doesn't want.—*Robert Donnelly, in Monitor Magazine.*

TRUE ENOUGH.

What a lot of sheep we are in the advertising world! Somebody hears that somebody else made a pile of money on this scheme or that (and the tale is generally exaggerated), and the first somebody at once plunges in and comes up puffing and blowing, chilled to the bone from the shock of failure. By that time there's another and another done to death in the same way. The second somebody (in the order of our narrative) had succeeded and had deserved to, for his plan was individual, characteristic and therefore virile. But the other somebodies were nobodies as far as individuality is concerned. They blindly plunged over an advertising precipice which the first somebody (in the order of procedure) had measured the height of and after he had calculated his powers of resistance to meet the shock of contact.—*Profitable Advertising, Boston, Mass.*

CLASSIFIED ADVERTISEMENTS.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

A DVERTISEMENTS for the EVENING POST, Charleston, S. C.

WANT to lease or buy small daily quick. "DAILY," care Printers' Ink.

WILL buy Republican daily. Eastern Pennsylvania. "J. M. C." care Printers' Ink.

I WANT to buy small or medium size paper cutter (machine). J. D. STUART, Magnolia, Iowa.

A DVERTISEMENTS for the paper with largest circulation in Charleston, S. C.—THE EVENING POST.

A DVERTISING manager and solicitor, 15 years' experience, wants position with first-class publication. "COMMISSION BASIS," This Office.

H ALF-TONES (quality guaranteed), one col. \$1; $\frac{1}{2}$ col. \$8. Two col. \$2; $\frac{1}{2}$ doz. \$10. LARGER, 10c. per square inch. Send good photos. BUCHER ENGRAVING CO., Columbus, O.

B USTS and metal images. Ten gross wanted, of McKinley's and Bryan's. Also other shapes in metal and porcelain. Cash sent with order. SPECIALTY CO., Ashtabula, O.

D ESIGNER for advertisements on well known mechanical paper (New York). Whole or part of his time can be utilized. Address, with particulars, "PERMANENT," This Office.

WANTED to correspond with parties who would be interested in opening a department store in the most thriving city in the East. A good opening. Box 378, Schenectady, N. Y.

G ENTS' articles or a catchy mail-order novelties, must be strictly legitimate, specialties from m/f's preferred; sample and information to GOODWILL CHEMICAL CO., Baltimore, Md.

YOUNG man wishes position as adv. manager. Has had moderate experience. Especially familiar with agricultural list. Salary not so much an object as opportunity. "M. A. C." This Office.

I AM a successful newspaper man of some means and I want a location to start a daily in a town that will render financial assistance by taking stock or otherwise. Address "O." care Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE searches out competent editors, reporters and adv'g men, and recommends them to publishers; no charge to employers; registration free. 16 Cedar St., Springfield, Mass.

V AN CAMP PACKING CO., Indianapolis, Ind., want an original idea for a small piece of advertising on Pork and Beans and Concentrated Soups for house to house and grocery store distribution. Brief, crisp, catchy suggestions will be considered and paid for if used.

PRINTERS' INK.

A FIRST-CLASS editor and all round newspaper man, a college graduate, who has filled every position on a New Eastern daily from reporter to editorial writer, would be pleased to have from an paper that needs the services of such a man. "O. K." care of Printers' Ink.

I KNOW all details proprietary medicines; also advertising details newspapers, mailing lists, distribution, etc.; second to none reliable ad and commercial writer; highest references, ability, industry, integrity; moderate compensation till worth proven. "SENEX," Printers' Ink.

ORDERES for 5-line advertisements 4 weeks \$10. in 100 Illinois newspapers: 100,000 circulation weekly; other Western weekly papers same rates. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. This price includes PRINTERS' INK for one year.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

SUPPLIES.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 13 Spruce St., New York. Special prices to cash buyers.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 555 Broadway, N.Y.

JOB PRINTING SPECIALTIES.

WANTED—One (only) newspaper in every town to handle the LEDGERETTE in job printing department. Every sale established permanent customer for printed statements. W. R. ADAMS & CO., Detroit, Mich.

NEWSPAPER INFORMATION.

FOR latest newspaper information see the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued March 1, 1906. Price, five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

PREMIUMS.

OUR magnificent photogravure, "The Presidents of the United States," size 22x38 in., will boom your circulation if offered as premium. Reproduced from the famous oil painting. Widely advertised. Retail \$1 put up in mailing tubes. Write for miniature, circular and prices. TEMPLE PUB. CO., Woman's Temple, Chicago.

HALF-TONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

PORTraits, half-tone and line for newspapers. Single column \$1 each. Special quotations on large orders. Send for circular. INTERNATIONAL ENGRAVING CO., 150-2 Market St., Phila., Pa.

BOOKS.

PONTS Frequently Overlooked, 12c., postpaid. MONITOR CO., Publishers, Cincinnati, Ohio.

No label or coupon necessary. Just send us your name and we will send you a copy of our cook book containing over 300 recipes for cooking with wine, brandy, etc., and 50 different directions for making fancy drinks at home. C. E. SWEZEEY, with Brotherhood Wine Co., N.Y. City.

POSTAL CARDS.

WE can save you money on them. Will furnish and print at the following prices, any color ink, any form or matter (one side only): 500, \$1.25; 1,400, \$10.25; 5,000, \$50.50; postal cards included. Full count, good work. Proof shown if desired. Send card with order.

We have special blends at \$1.30 per thousand and that will interest you. LOUIS FINK & SON, Printers, Fourth & Chestnut, Philadelphia.

MAILING MACHINES.

PAN-AMERICAN Matchless Mailer, pat. Jul '09.
REV. ALEX. DICK, 43 Ferguson Ave., Buffalo.

ADVERTISING NOVELTIES.

NOVELTY Ad-Folders. Write to CHICAGO ENVELOPE CLASP CO., Niles, Mich.

TRICYCLES wagons for merchants, \$40; lettered to suit. ROADSTER SHOPS, Camden, N.J.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

CAPS and hats are being used by many advertisers to advantage. We should be pleased to lay before you samples and prices. BROWN & BIGELOW, Mfrs. of Specialties for Advertisers, St. Paul, Minn.

UP-TO-DATE advertisers use banners on their wagons. Most unique and attractive device ever invented; any style wagon changeable with 6-inch gas piyers. GEO. W. HARTLETT, patented, 134 Van Buren St., Chicago.

MONEY-mailers are the only coin carrier on the market with ample advertising space in which there is no risk of tedious slots or distasteful gum. NOVELTY MANUFACTURING CO., Anderson, Ind.

FOR SALE.

SMALL, fully equipped printing outfit for German weekly. Very low for cash. JOURNAL, Hazleton, Pa.

GOOD paying job printing office: \$1,000 cash. Particulars of JOHN A. CLARK, Odd Fellows' Building, Stockton, California.

STONEMETZ perfecting press, \$8,000 per hour, six four or eight pages, cheap: \$1,000. Now in daily use on THE ENTERPRISE, Brockton, Mass.

POPULAR Sunday paper, city of 50,000; exclusive field. Splendid field for mid-week edition for county. Excellent business. Address "J. K." Printers' Ink.

FOR SALE—The strongest combination of advertising space in Philadelphia. PHILADELPHIA & READING RY. CO. Chas. A. Klink, Advertising Agent, Reading Terminal, Phila.

A FEW thoroughly rebuilt cylinder and platen presses, which we have taken in part exchange for our high-grade Golding jobbers and Presses. Will be sold at cost to close out. GOLDING & CO., 78-80 W. Jackson St., Chicago.

\$1,500 BUYS a model job plant in a thriving city of 25,000. Office inventories over \$2,000. Poor health reason for selling. Part cash will buy it. Grand chance for enterprising young man. Write for full information to Box 288, Norwich, Conn.

ONE million or more original letters from '96, '97, '98, and '99. Will be sold in lots to suit the purchaser. They have never been copied or used. Let me know the quantity you want and I will make the price all right. Will sell for cash only. Address H. A. GRIPPI, German Artist, Tyrone, Penn.

A COMPLETE newspaper and job printing office, consisting of two cylinder and three job presses, paper cutter and large assortment of wooden type and appliances. Plant is in operation in the vicinity of N. Y., and business can be carried on at present locality if desired. An opportunity for any one ready to speak quick and on a cash basis. "GOOD CHANCE," This Office.

COUNTRY CYLINDER PRESSES AT EXCEPTIONAL BARGAINS.

To be cleared out at easy prices to save expense in removal of our warehouse. Rebuilt complete. A postal brings illustrations, information, prices and terms. Now write.

CONNER, FENDLER & CO., 55 Beckman St., N.Y. Every issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

STOCK CUTS.

REPRODUCTIONS of art subjects and from photos. Sample sheets for stamp. STANDARD OF NEW YORK, 61 Ann St.

ADVERTISING MEDIA.

NICKELL MAGAZINE, Boston.

SUBSCRIPTION premiums wanted. FARM AND TRADE, Nashville, Tenn.

THIS best advertising medium in Charleston, S. C., is THE EVENING POST.

NICKELL MAGAZINE guarantees its circulation claims, under a \$1,000 forfeit.

THIS EVENING POST, of Charleston, S. C., claims the largest local circulation.

THIS official journal for all city advertising of Charleston, S. C., is THE EVENING POST.

KEEP your eye on FARM AND TRADE, Nashville, Tenn. It's growing. Only 10c. a line now.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

AD'S wanted for THE WESTERN SCOUT, Wichita, Kan. Official organ, Imp. Red Men.

ADVERTISERS' GUIDE, Newmarket, N. J. 9c. line. Circ'n 4,500. Close 34th. Sample free.

ANY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

THE advertising for all the departments of the city of Charleston, S. C., is done under contract exclusively THE EVENING POST.

AWEB perfecting press, Linotype machines and a building of its own is evidence of the prosperity of THE EVENING POST, of Charleston, S. C.

THE Southern farmer boy swears by FARM AND TRADE, Nashville, Tenn., the only paper in the world published in his interest. 10c. per agate line.

NICKELL MAGAZINE ad rates, 30c. gate line; \$50 page; 6, 10 and 20 per cent dis. on 5, 6 and 12 mo. orders; the lowest magazine rate. Figure it out yourself.

TO you reach the prosperous farmers of the South try FARM AND TRADE, Nashville, Tenn.; 10c. per agate line. Forms close 25th of month preceding date of issue.

THE only farmer boys' paper in the world is FARM AND TRADE, Nashville, Tenn. If you want to reach that class the best and only medium is FARM AND TRADE. Rates 10c. per line.

PACIFIC COAST FRUIT WORLD, Los Angeles, Cal. Foremost farm home journal. Actual average 5,053 weekly, among wealthy ranchers; growing rapidly; 5c. agate line; no medicine ads.

HARDWARE DEALERS' MAGAZINE. Exceeds 10,000 every issue.

Three hundred regular advertisers. DANIEL T. MALLETT, Publisher, Broadway and Murray St., New York City.

THIS EVENING POST, Charleston, S. C., will publish want advertisements at one cent a word net; 50 inches display for \$15; 100 inches, \$25; 200 inches, \$50; 500 inches, \$100; 1,000 inches for \$165. Additional charges for position and breaking of column rules.

ABOUT seven-eighths of the advertising done in this paper is effective, as it is placed in papers and at rates that give no more than one-half the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right paper, your advertising will pay. Correspondence solicited. Address THE GEO. P. HOWELL ADVERTISING AGENCY, 10 Spruce St., New York.

DER HEROLD DES GLAUBENS, of St. Louis, Mo., a Catholic weekly, founded in 1850, proves a circulation exceeding 30,000 copies weekly. Rate, 70 cents per inch on 3 or more insertions. Discounts, 10 per cent on 104 inches; 15 per cent on 200 inches; 20 per cent on 500 inches—a lower rate than is offered by any other religious paper in the United States on guaranteed circulation. Write home office or OITO KOENIG, Eastern Agent, 757 Park Row Building, N. Y.

NEWSPAPER BARGAINS.

5,000 CASH opens up a great proposition in Massachusetts—monthly 14,500 circulation; weekly 2,500 circulation; making big money. Owner very sick, balance easy terms.

\$1,000—cash required \$2,500 or more buys a money-making newspaper property in Idaho. Owner has enough \$2 and wishes to retire.

\$1,750—with only \$700 or more cash—buys a good paying weekly property in Oregon.

\$2,000 buys a reliable weekly property in large, fast-growing New England town.

\$1,500 buys a New York State weekly—if bought quickly, making a profitable business.

\$2,500 buys a dandy weekly and job business within 75 miles of Albany.

\$3,500 buys a splendid Democratic weekly in Wyoming. Business shows a profit of \$900 for six months.

Dailies and weeklies in 28 States. Send for my special list. Any reliable properties for sale, "David" knows about them.

C. F. DAVID, Abington, Mass., Confidential Broker, and Expert in Newspaper Properties.

GREAT DAILY—FOR SALE.

ONE of the very best daily properties in New England States, to wit: \$15,000-\$20,000 more down—buys a great daily proposition. Doing a prosperous business in one of the most thrifty, fast-growing cities in Massachusetts.

A man with \$2,000 to \$5,000 in cash can control a great weekly proposition.

Dailies and weeklies for sale in other States by C. F. DAVID, Confidential Broker in Newspapers, Abington, Mass., 28 years' experience.

PERFECTING PRESS FOR SALE.

WILL print 6, 7 or 8 columns, 8,000 to 10,000 per hour, printed and folded papers. Press is guaranteed by the maker and present owner. Also a full emergency type outfit. Can be bought at a very reasonable price and has never been used but very little. Address C. F. DAVID, Abington, Mass.

ADVERTISEMENT CONSTRUCTORS.

J. HOWLAND HARDING, 1545 Broadway, New York.

TRY Miss Woodie's "Gem" service. 6 Wall Street, New York.

A DS that pull. Sample \$1. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

SNYDER & JOHNSON, advertising writers and agents, Woman's Temple, Chicago. Write.

STRONG little ads—one every day for \$10 a month; 5 for \$5. GERO H. HAYWOOD, 9 Amity St., New London, Conn.

BUSINESS LITERATURE. Attractive booklets that bring results are written and prepared by HARRY B. WILSON, 150 Nassau St., New York.

AIN tiptop trim to turn out good advertising. I am in training with some pretty clever clients recently. Ask me something. JED SCARBORO, 90 Morton St., Brooklyn.

SOMETHING of special interest to adv'g managers of daily newspapers regarding non-advertising business men of your town will be mailed free upon request. "BUSINESS PROMOTERS," 48 S. 9th St., Columbus, O.

THE ads that add most to the sales of advertising pharmacists are written by the MEDICAL ADVERTISING BUREAU, 100 William St., New York. A pamphlet written by them is a positive profit producer. Just inquire.

BOOKLETS, ADVERTISEMENTS, CIRCULARS. I am in a position to offer you better service in writing, designing and printing your advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied. My facilities are unsurpassed for turning out the complete job. If you wish to improve the tone and appearance of your advertising matter it will pay you to consult me. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., New York.

THE NASHVILLE

Tennessee's Leader

From "Printers' Ink," March 14

If the *American* can prove to the satisfaction of a competent committee appointed by the Association of American Advertisers that its actual average *bona fide* daily circulation during the year 1898 exceeded 8,000 (their sworn statement shows 14,252), the BANNER will pay all the expenses of the investigation, and in addition will present to any charitable organization which said committee may suggest, its certified check for \$1,000, and give the Nashville *American* \$500 for giving to the committee the privilege of examining its books and all other necessary proof. Furthermore, the BANNER will be glad for this same committee while in Nashville to investigate the BANNER's circulation, and will place at its disposal every facility in our power for arriving definitely at the BANNER circulation, and should said investigation prove that the BANNER has made false circulation statements or that its average daily circulation for the month of February, 1900, was not 16,839, it will contribute an additional certified check for \$1,000 to the same charitable organization selected.

BANNER PUBLISHING COMPANY,
E. M. FOSTER, Business Manager.

WILL CONTRIBUTE

\$1,500

IF ITS CIRCULATION
IS NOT MORE
THAN DOUBLE
OF THE BANNER'S

NASHVILLE BANNER

THEIR SWORN
CIRCULATION
STATEMENT
THE CONTRARY
NOTWITHSTANDING

ILLE BANNER!

leading Newspaper,

CONTRIBUTE

,500

**CIRCULATION
NOT MORE
DOUBLE THAT
OF THE**

ILLE AMERICAN

**EIR SWORN
CIRCULATION
EMENT TO
CONTRARY
WITHSTANDING.**

**From March Issue
American Newspaper Directory**

Publishers' Announcement: The BANNER stands at the head of Tennessee journalism as a live, progressive and enterprising newspaper, independent and fearless in the expression of its convictions and opinions. The BANNER is the only afternoon paper published in Nashville, the capital of Tennessee, with a population of 125,000.

The BANNER is acknowledged the leading paper in its territory, and circulates in the most prosperous section of Tennessee, Southern Kentucky and Northern Alabama. The daily average sworn circulation of the BANNER for 1899 was 14,370; for January, 1900, 15,844, and for the first week in February 16,965. This is the largest circulation ever attained by a Nashville daily, and is constantly increasing, and that, too, without the aid of any scheme for boosting circulation.

Circulation is the basis of value of advertising space in newspapers. The Nashville BANNER accepts advertisements based upon the accuracy of its circulation statements, making no charge whatever if proven inaccurate, misleading or deceiving; also guaranteeing double the circulation of its morning contemporary, the sworn circulation statements of the *American* to the contrary notwithstanding.

The BANNER's pressroom and books are open to advertisers and every facility given for ascertaining the facts.

The *American's* are not, but kept under lock and key.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed free place it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advt. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure: display 50 cents a line; 15 lines to the column \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subcription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT: F. W. SEARD, 50-52 Ludgate Hill, E. C.

NEW YORK, MARCH 21, 1900.

The daily newspaper is on speaking terms with all classes.

One of the advantages of a booklet is the ease with which one may keep it for future reference.

The conversational style of advertising is a good thing, but may be easily overdone.

One advantage of the street car card is that it insists on going along with the man.

An attempt to follow the big advertisers' methods frequently leads to the downfall of the beginner.

FINANCIAL advertising is one of the lines which seems destined to develop far beyond its present proportions.

The attempt to make people believe that an advertisement is not an advertisement, is a method that is now entirely out of date.

One of PRINTERS' INK's readers writes:

I believe in charging for samples. A person always appreciates an article more if it is paid for.

"I AM not superstitious. Are you? Yet I believe in signs. Don't you? If you do and want one, write G. S. McKensie, 1160 Monadnock Block, Chicago, Ill." is a sign in Kansas.

THE edition of PRINTERS' INK for the issue of March 14th was 22,000 copies.

A THESAURUS, freely consulted, will sometimes suggest a word of more than ordinary force, which might not otherwise occur to the adwriter.

A good idea adopted by some dealers in wall paper is to save their remnants and, when they get enough, send them to the printing office to be cut down and printed upon, making a combination circular and sample.

THE agency of Charles H. Fuller of Chicago sent out advertising orders to American newspapers in 1899 somewhat in excess of \$1,500,000. The business of Lord & Thomas of the same city fell little below that figure.

It is the continuity and the tireless perseverance in advertising that pays. Some of the richest concerns in America advertised their goods for years before actual profits began. To-day they are millionaires, simply because they worked with system and had faith in eventual success.

THE San Francisco (Cal.) Evening Post of Feb. 10th has this to say of Mr. Geo. P. Rowell:

In the United States there is no man better qualified than George P. Rowell to discuss the development of the American newspaper. He has been in close and constant touch with the news needs of the people and the efforts made to fill them during the last quarter of a century, and by American journalism he is considered an authority upon all questions pertaining to supply and demand.

THE first duty of an advertisement is to be seen. After it is seen, the next thing to do is to use a word or two or a picture that will hold the eye. One illustration or one headline in an advertisement, if well chosen, has the same effect as a soft knot of ribbon or a dainty flower in a woman's hat. It puts a touch of life there. If the hat was all ribbons and flowers of the same color and the costume matched the hat, the effect would be ludicrous and disappointing. It is the same with an advertisement.

A CHICAGO restaurant-keeper has a window sign reading, "Try our Corn Beef Hash—it is a work of art."

WHAT advertising space will produce depends upon what is put into it in the same manner as a building lot's development of value depends upon the structure erected upon it.

Success, published monthly at a dollar a year by the McGraw-Marden Company of Cooper Union, New York, is the kind of periodical to put into the hands of every growing boy. It breathes inspiration, self-help, self-culture, progress and noble aims and ideals on every page. The men who have made the greatest success tell in the respective issues the lessons that life has taught them. The editors have succeeded in eliminating both the didactic and the preaching vein—a rare accomplishment in such periodicals.

UNDER date of Findlay, Ohio, March 5th, the New York *Evening Journal* of the same date gave publicity to the following romance:

A month ago, while idly turning over the leaves of a pamphlet advertising a patent medicine, Isaac Dreyer, a wealthy farmer of Batch, Mich., saw the attractive after-taking portrait of Mrs. Kate Reynolds, a comely widow of this city, who had commended the medicine. The farmer was smitten with her facial charms as displayed in the half-tone picture and wrote to her. Mrs. Reynolds answered. One letter led to another and the last brought Mr. Dreyer to town Saturday. He called upon the widow and found her to be as comely as her picture. He proposed and was accepted. They were married Saturday evening.

DIVINE healers, magnetic healers, Christian scientists and all others who give "absent treatments" are using extensively the advertising columns of cheap magazines and Sunday newspapers. All of them impugn in their announcements the benefits to be derived from the use of medicines, and it would be interesting to know whether this has affected the results of medicine advertising. The large advertising space for which most of the "healers" contract indicates that their impalpable commodity must be a profitable article to advertise.

AN advertisement should be patterned after a successful speaker. It should commence by addressing the reader in a good sized type and proceed in a dignified tone in smaller type until some particular strong point is to be brought out. Then the advertisement should raise its tone of voice several sizes in type.

H. A. McCRARY, of 1022 Union avenue, Kansas City, Mo., sends to publishers a circular offering to buy railroad tickets—thousand mile books—given for a consideration, usually advertising, good in his hands three months or more. Mr. McCrary prints as his motto "Keep Your Own Counsel"; he prints a long list of prices he is willing to pay, says that before making application for mileage books to notify him and he will furnish names for same. In addition, he asserts that "A great deal of discretion is required in handling tickets of this nature, but he thinks with his experience he is equal to the occasion and will protect you in every sense of the word." He draws the line at transportation which is "given complimentary."

MR. J. OWENS GREEN, of Owens, Varney & Green, billposters, of San Francisco, has addressed a letter to the Mission Improvement Club of that city, setting forth the good things that may be said of billboards. Billposters, he says, lease property which would otherwise lie idle, buy lumber and hardware, employ mechanics and laborers to build their fences, aid paper mills and printers by their consumption of the output of these trades, also poster printing and lithograph establishments, use the work of high-priced artists and designers and consume an amount of flour in the manufacture of paste that would surprise any one not acquainted with the details of the business. To emphasize the importance of the business he states that his firm alone disburses over \$100,000 per year, the major portion of which goes to the local laboring classes, divided among painters, drivers and other necessary workers.

WHENEVER a newspaper has been conducted in this country on any theory of appealing solely to what are called the higher classes it has failed to get a foothold. The great successes are made now, and have always been made, and always ought to be made, by appealing to the masses, and the masses, in the aggregate, always arrive at a correct judgment. The great pictures of the world, the paintings of Rafael and Murillo, the acknowledged masterpieces, are the pictures that the working man, walking through the gallery, pauses before, placing his hand upon the shoulder of his daughter or wife or sweetheart to express his admiration. In other words it is in the hearts of the common people that things must live.

THE dissemination of false statements concerning the stock of the Brooklyn Rapid Transit is the newest purpose to which advertising has recently been put. From the presentment of the Grand Jury accompanying the indictments for the offense, the following interesting facts are taken:

Paid advertisements were inserted from week to week in leading newspapers in this city and Boston attacking the value of the stock of these companies, asserting with the utmost positiveness in the case of one of them, whose stock was then quoted above par, that it would fall to 60, to 50, to 20; that the advertisers spoke from actual inside information advising the sale of said stock and promising definite information if inquirers would write to an advertised address. Letters were sent broadcast over the country in response to inquiries made in answer to such advertisement reiterating the statements as to the value of the stock and stating that it would fall much lower; that followers of the advice given by the advertiser had made thousands of dollars and urging the quick and confident sale of such stock short. Anonymous circulars were distributed broadcast through the financial district and by the mail over the country, asserting that expert analysis of the company's books disclosed the fact that it was earning a deficit, that it was in financial difficulties, that a decision would be hurled down in a few days by the Supreme Court, which would declare that the franchise tax law imposed a tax of $2\frac{1}{2}$ per cent on the gross earnings of corporations, which meant an additional expense of \$1,500,000 to said company, all of these statements of fact being false. Telegrams by the hundred were sent broadcast through the United States, advising the sale of the stock for a thirty-point drop at the opening the next morning.

THE syndicate idea has reached even political newspaper cartoons. Thus the New York Cartoon Company, 150 Nassau street, New York, furnishes to one newspaper in each county at two dollars a week a Democratic or Republican cartoon, size 3×2 columns, or vice versa, or for one dollar and fifty cents additional will throw in four more cuts illustrating the day's news. An Englishman who once visited New York wrote home to his folks that the metropolis suggested old York to him at every point of vision: it was so unlike. These cartoons, especially those aimed at Republican ideas, suggested the force of Thomas Nast to the Little Schoolmaster, on the same principle.

THE Providence (R. I.) *Telegram* recently furnished the American Newspaper Directory with a statement of its issues for the year 1899, showing the average issue to have been—daily, 32,806; Sunday, 34,612. The accuracy of the rating accorded to the Providence *Telegram* for the year 1898 having been questioned and the doubt expressed having been made applicable to any circulation figures that might be sent out from the office of the *Telegram*, the editor of the American Newspaper Directory offered to cause the correctness of the latest circulation statement to be verified by a special examination, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the *Telegram*. To this offer the publisher's response was not such as to entirely remove the impression of doubt that has been cast upon the rating, consequently in the next issue of the American Newspaper Directory the circulation rating of the *Telegram* will be embellished by the addition of the following characters: *##*, the meaning of which is well known to users of the American Newspaper Directory and is fully explained in next to the last paragraph printed inside of the first cover of every copy of that excellent publication.

THE newest PRINTERS' INK baby is called *Advertising Ideas* and hails from 413 Shipley street, Wilmington, where it is published monthly at 50 cents a year by The Advertising Ideas Publishing Company. It aims to interest retail merchants exclusively, but it is a question whether its aims, despite their limited character, do not exceed its capacities.

THE firm of Ward & Gow of New York City, besides controlling the advertising space in the Manhattan Elevated system in the Borough of Manhattan and that of the Rapid Transit system in the Borough of Brooklyn, has become a kind of clearing house for the purchase of street car space in general. Through its efforts a uniformity of rates has been established, based on the following interesting theories set forth in a recent issue of *Fame*:

Careful consideration of the subject convinced us that a uniform rate for surface-car cards, whether in large cities or in small towns, was fair and equitable. The number of cars used in any municipality is almost in exact ratio with its population. That would seem to mean that approximately the same number of people travel in a Covington, Ky., car than travel in a Brooklyn car. We do not think that this is absolutely true. But the difference in a total number of persons using a car in a day is in favor of the larger cities and is offset by two considerations; first, the crowding of cars, which lessens the average value of a car-card space; and second, the greater interest with which country and village people read car cards. Having decided on uniformity, the question to be settled was what would be a fair rate. Mr. Ward, having been on behalf of the Enoch Morgan's Sons Company, one of the largest purchasers of car-card space for many years, was able to approach this question from the point of view of the purchaser, as well as that of the seller. It was on his suggestion that forty cents per card per month was fixed as the rate for single spaces, eleven by twenty-one inches. The rates on elevated-car spaces were held at slightly higher figures. Passengers remain in these cars longer, and less subject to jostling by others entering or leaving. The presumption is therefore that they pay more attention to advertising cards.

THIS is an age of printer's ink. Everybody reads. You cannot talk to everybody personally, nor by salesmen or agents; but you can talk to everybody through the newspapers.—*Hungerford & Darrell, Washington, D. C.*

WHAT would you think of a salesman who went into a dealer's store, handed him his card and stood there saying nothing, depending solely on that card to sell his goods? Would he lack dignity if he proceeded to tell the dealer of the merits of the goods? An advertisement is a salesman. Its mission is to convey information. If that information is put in sharp, pointed sentences it will perform much the same duty as the salesman who is a good talker.

THE Boston Post, in a letter to PRINTERS' INK, under date of March 10th, defines its position on bona fide circulation. It makes a sworn statement of the number of copies "circulated" day by day, for February, 1900, and underneath states that this "includes no coupon sales, nor 'scheme' sales, nor special editions for canvassing or sample purposes; but is confined to the real legitimate circulation of complete copies of the Boston Post." Their position on circulation is then defined in detail and summarized as "the actual number of complete copies . . . printed by us in good faith to meet the demand of the public for the publication. 'White waste' is not included. The percentages of spoiled printed copies are also given month by month in detailed percentage." A representative of PRINTERS' INK called on Mr. Edward Payson Call, business manager of the New York Evening Post, with a copy of this letter, to obtain his views on the question. Mr. Call, after reading the letter, stated that the Evening Post practically agreed with the Boston Post, and that the former also strictly deducts all "spoiled copies." Asked how they got at the number of "spoiled copies," Mr. Call stated that they got at them by counting them, and added that they found that these amounted to a little over two per cent of the number of copies printed. Defining the Evening Post's position still further, Mr. Call states that they also exclude "sample copies," and that their "net circulation" means their circulation after all deductions are made.

IN PRINTERS' INK of February 21st appeared an article on "Tennessee Dailies," founded on the latest issue of the American Newspaper Directory then out, that of December, 1899. The article in question limited itself to dailies credited with an excess of 4,000 circulation, and the Knoxville *Sentinel* was omitted from all mention because the rating in that Directory was H or "exceeding 2,250." The *Sentinel* feels that, as the editor of PRINTERS' INK knew at the time that the forthcoming (March, 1900) edition of the American Newspaper Directory would credit the *Sentinel* with having had an actual average of 4,582 in 1899 and with an average of 4,749 for a year ending with January, 1900, it was rather a case of giving his hindsight the preference of his foresight to base his assertions only on the Directory that had been issued. The *Sentinel* states in its letter that it believes the rating given to the *Journal and Tribune*, its morning contemporary, represents twice the circulation of that newspaper at this time. The rating in question covers a year ending with June, 1899, and since it conveys information concerning a part of the year 1899, no later rating has been given. The *Sentinel*, however, is eager for an examination of its own and its contemporary's circulation—so anxious that it offers to pay the expenses of both, stating that it is "confident that there is no other paper printed which has so large a circulation in East Tennessee, and willing to submit to any test to prove it." The appearance of the two papers seems to indicate that whatever the merits of the circulation controversy, the *Sentinel* carries the most advertising and appears to be the better paper in general respects. One gentleman to whom PRINTERS' INK submitted the difficulty said he believed that both papers had practically the same circulation at the present time; that the *Sentinel's* had not varied much recently, but that the *Journal and Tribune's* had gone down considerably, not only since its last detailed statement, but also during the latter months covered by that

statement, as an examination of the statement itself would probably show. All of which appeared logical enough to deserve further circulation through these columns. A personal examination of the Knoxville field did not appear desirable in face of the fact that the latest ratings in both cases were those based on detailed statements.

MANY merchants select their clerks for their popularity with the buyers, but do not apply the same test in the choice of advertising media.

THE Heinz people are now making an exhibit in the St. James Building, corner of Broadway and 26th street, New York. The store is a show-room of stately proportions, 20 feet high, 80 feet deep and 34 feet wide. There are six plate-glass show windows, each tastefully arranged with Heinz products. The 26th street side of the store is surmounted by an electric light sign 80 feet long, and the Broadway front exhibits another 35 feet long. In the middle of the store is a pyramid of goods, almost reaching the ceiling. This contains 400 dozen bottles of selected assortments from the 57 Heinz varieties. Around the room are four booths with demonstrators serving the products, among others tomato soup, India relish, tomato chutney and sweet pickles. A large music box in the rear gives forth melody. At convenient points the literature of the company is scattered. The walls are adorned by paintings. One canvas, 25 by 18 feet in size, gives a bird's-eye view of the main factories at Pittsburg, and in a corner is a view of the small plant "Where we began." Other paintings include a picture of the London branch, some of the company's farms and a large map of the United States, showing the locations of branch houses, branch factories, salting houses and farms. The rear wall of the room is almost monopolized by the stirring painting entitled, Custer's Last Rally. It is a very realistic scene, 23 by 17 feet in size. The figures are life-size and the heroic Custer looms up in the center.

Most advertisements are all right as far as they go, but they stop right at the point where the real information should begin. There is in them about the same amount of matter that a traveling salesman has printed on his cards.

INAUGURATING A REFORM.

Office of
"CHICAGO JOURNAL."
CHICAGO, Feb. 28, 1900.

Editor of PRINTERS' INK:

I am inclosing you herewith two clippings from the Chicago *Journal* of February 28th. I would ask that you observe particularly our determination to publish every day our circulation of the date previous. While I have always believed in this and while in the management of the Grand Rapids *Press* carried it into effect, yet your mention of the *Journal* in the *PRINTERS' INK* of February 14th did a lot perhaps to bring me to a realization of the importance of immediate action. However that may be, I think perhaps you will find in this action an opportunity to set the *Journal* right with the readers of *PRINTERS' INK*.

Very truly yours, W. H. TURNER,
Mgr. Chicago *Journal*.

While Mr. Turner is about it it would not be a bad plan for him to keep his daily record also on a piece of paper and add it up at the end of each month, and divide the total by the number of days, thereby ascertaining the average issue for the month. If he has a competent clerk, who would not be overburdened by such a duty, it might be well for Mr. Turner to continue this monthly record for a year and ascertain the total number of copies printed during the year, and dividing by the number of days of issue, ascertain the average daily issue for the year. Then if Mr. Turner would print the entire story that appears on his slips of paper, and embellish it with his signature, stating that it truly represents the number of complete copies the Chicago *Journal* printed during the year and the average issue for each day, and should send this statement, prepared with so much care, to the American Newspaper Directory and to other directories, if there are any such deserving the name, Mr. Turner will then be surprised to find how cheerfully and how accurately they will report the circulation of the *Journal*, at the exact figures shown.—[ED. P. I.]

IN NASHVILLE.

Office of

"NASHVILLE BANNER."

Editor of PRINTERS' INK:

I have just noticed in February 21st issue of *PRINTERS' INK*, under heading "Tennessee Dailies," the following: "The Memphis *Commercial-Appeal* from a detailed report is accorded an average issue for the year ending March, 1899, of 21,716. It represents a consolidation of what were once three most important Southern papers—the *Commercial Appeal* and *Avalanche*. Next in order is the Nashville *American*, morning, and then the *Banner*, evening. The former's actual average during 1898 was 14,252, the latter's 14,930. They are of about equal importance and neither should be neglected for advertising in the State capital."

As to the rating of the *Commercial Appeal*, I have nothing to say, except that the circulation of that journal represents, as stated in the article, a consolidation of what were once three important Southern papers—the *Commercial Appeal* and the *Avalanche*, while the *Banner* has never absorbed any other paper, but has been gradually increasing in circulation and influence from the first day of publication, April 10, 1876, until to-day its circulation is very nearly as large as that claimed by our Memphis contemporary.

The Nashville situation is different, however. The December issue of the American Newspaper Directory gives the *Banner* a larger circulation for the year 1898 than the *American*, and I cannot understand why you state that next in order is the Nashville *American*, when even according to the American Newspaper Directory the *Banner's* circulation is the larger.

Aside from this, the *American's* sworn circulation statement is not verified by the facts. If the *American* can prove to the satisfaction of a competent committee appointed by the Association of American Advertisers that its actual average bona fide daily circulation during the year 1898 exceeded 8,000, the *Banner* will pay all the expenses of the investigation, and in addition will present to any charitable organization which said committee may suggest its certified check for \$1,000 and give the Nashville *American* \$500 for giving to the committee the privilege of examining its books and all other necessary proof. Furthermore, the *Banner* will be glad for this same committee while in Nashville to investigate the *Banner's* circulation and will place at its disposal every facility in our power for arriving definitely at the *Banner* circulation, and should said investigation prove that the *Banner* has made false circulation statements, or that its average daily circulation for the month of February, 1900, was not 16,899, it will contribute an additional certified check for \$1,000 to the same charitable organization selected.

Yours truly, BANNER PUB. CO.

E. M. FOSTER, Bus. Mgr.

In the December edition of the American Newspaper Directory for 1899 the Nashville *Banner* was

credited with 14,930 average issue for 1898. The *American's* average for the same period was 14,250. In the March issue of the Directory the *Banner* appears with a later circulation statement, covering the year 1899 and showing its average for the year to have been 14,378, while the *American* fails to furnish the Directory with a circulation report later than 1898, and is credited for 1899 with the letter rating E, meaning an average issue of exceeding 12,500. The status of the two papers in the March issue of the American Newspaper Directory, just issued, appears to emphasize the claims made by the *Banner* to being classed as the second paper of importance in Tennessee in point of circulation. It must not be forgotten, however, that mere circulation does not of itself lift a paper's importance above that of another with about the same issue and a great deal more of character and other valuable constituents.

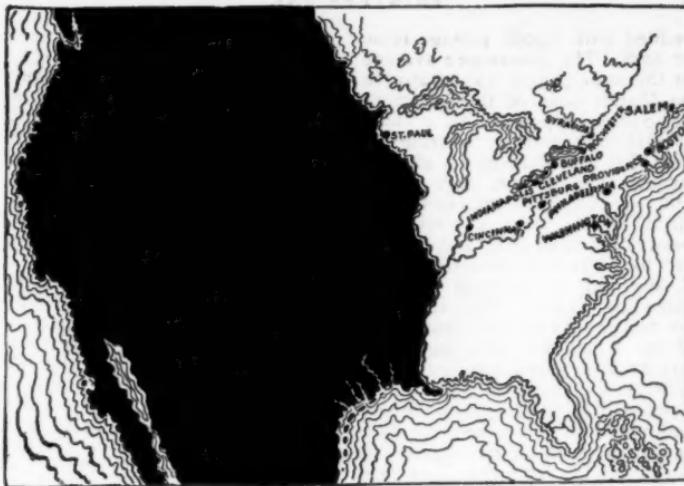
ONE OF PRINTERS' INK'S friends relates the following as a true story:

It took the H. J. Heinz Co., of Pittsburgh, Pa., two full years to make a customer for their products, of the Hotel Cecil in London, England. That establishment is the recognized headquarters for traveling Americans. The usual method of getting an entree for wares at such places, it is said, is to make liberal presents to such of the subordinates as may be vulnerable, but this way, besides other disadvantages, is not likely to insure permanence of custom. The Heinz' adopted a novel and expensive course. They secured the assistance of a gentleman of high social standing. It became his duty to live at the Cecil, ostensibly as a man of leisure without ulterior purpose. In this role, he would from time to time call for some of the Heinz' products, not too insistently, stating that he was exceedingly fond of their subtle flavoring. "Would there be any objection, since you do not appear to have these goods, if I procured some, to serve them to me?" he inquired. There were no objections and so occasionally there appeared at the gentleman's table some of the desired articles. As his circle of acquaintances was large, frequently friends would stop at the hotel, and through their assistance the Heinz goods got frequent demands. So much so that ultimately the hotel steward felt constrained to lay in a supply. The gentleman boarded at the Hotel Cecil two years at Heinz' expense before these products were entered on the books as regular supplies. Now orders are large and frequent.

Y. M. C. A.

Association advertising is usually confined to three distinct lines, daily newspapers, bulletins and printed matter. The best method, if only one is to be used, is the daily newspaper. Notices and articles containing real news will be published without cost to the Association. These notices reach a larger number and sometimes a desirable constituency not to be reached in any other way. By bulletins we do not mean the publication of weekly or monthly Association papers. That may be classed as Association printed matter. No Association should fail to have at the building, both inside and out, attractive bulletins kept fresh with well executed Association announcements, facts and features. Good printed matter should possess a number of features. It should tell the truth. The mention of this may be thought unnecessary, but with stuffed reports, "estimated" figures, extravagant and exaggerated statements such as we sometimes find, it is well for us to remember this. It should tell the truth in the best possible manner. Brevity is a chief requisite in this regard. We want our printed matter read. The old-time member of long standing may read our lengthy statements which are filled with uninteresting detail. The fellow who has not been interested is usually the one we seek to interest. Our facts should be stated in such an attractive way that he cannot get away from them. Though he be one who runs he may read. Posters are coming into general favor and are of much value when well edited and properly used. Leading facts, tersely told, a few good cuts and an invitation to call at the office for further information often helps big.—*Ass'n Notes.*

THE business man whose advertisement seldom, if ever, appears in the local paper is the one who whines the most about the people sending away to mail-order houses for goods. He can't appreciate the fact that it is advertising that diverts trade to the city store and the neglect of advertising that causes the country merchant to lose touch with the people.—Mt. Carmel (Ill.) Register.



"**PRINTERS' INK**" OFFERS A STERLING SILVER SUGAR BOWL TO THE DAILY NEWSPAPER PRINTED EAST OF THE MISSISSIPPI RIVER BUT OUTSIDE OF THE CITIES OF NEW YORK AND CHICAGO THAT GIVES ADVERTISERS THE BEST SERVICE IN PROPORTION TO THE PRICE CHARGED. NEWSPAPERS BELIEVING THEMSELVES ELIGIBLE ARE INVITED TO SET FORTH THEIR CLAIMS IN A LETTER TO THE EDITOR OF "**PRINTERS' INK**".

THE THIRD SUGAR BOWL.

Office of

"**BUFFALO EVENING NEWS**."
BUFFALO, N. Y., Jan. 20, 1899.

Editor of PRINTERS' INK:

I received notice that this paper was eligible to compete for a sterling Sugar Bowl. I will be glad to enter into the arrangement if the following features are worthy of consideration. I quite catch the drift of the circular, but I prefer to write on the matter before I proceed.

As I understand it, you desire the most substantial letters from the most substantial advertisers who have received the most substantial results from any paper printed in this section, and if this is the basis of it, I shall be glad to join, but if it is on a basis of circulation pro rata to publication and not sworn to, etc., etc., then you may count me out.

I will, in the first place, personally prepare and deliver to you a sworn average statement of the circulation of the *News*, each day for one year, and I do not want that document to be regarded as a mere offset of a document which is not sworn to by an individual holding a like position with myself. Each document should bear a certificate of the county clerk of the county to the effect that it was a genuinely administered oath. I would like to have you hand this letter to Mr. Rowell personally, and I would like to receive a letter from Mr. Rowell on this subject, personally, with any suggestions

that he may choose to make, or criticisms on the above.

Very truly yours,
J. A. BUTLER,
Business Manager.

Mr. Butler, besides being one of the most charming fellows that ever wore a yachting cap, is also an influential member of the American Newspaper Publishers' Association, a body of men who owe it to themselves to formulate and put on record a definition of what shall constitute circulation and how it should be expressed for publication and comparison with the claims of competitors, honest or otherwise. Mr. Butler is a young man and energetic. The Little Schoolmaster trusts he will set about the duty here assigned him. No other man can accomplish it more promptly.—[ED. P. I.

BOSTON, Mass., March 10, 1900.
Editor of PRINTERS' INK:

In the recent issue of **PRINTERS' INK** it was suggested, in connection with my letter of February 10, 1900, and a detailed sworn statement of the circulation of the *Boston Post* for one year from February 1, 1899, to February 1, 1900, that it should appear more definitely just what we mean by "circulation."

Herewith is an affidavit giving the circulation of the *Boston Post* day by day for February, 1900, showing the daily average for that month

PRINTERS' INK.

to be 140,883, and also explaining under oath just what we mean by circulation, not only in this affidavit for February, 1900, but in our former affidavit, covering the year ending February 1, 1900. The new affidavit is as follows:

SWORN STATEMENT SHOWING CIRCULATION OF THE BOSTON "POST," DAY BY DAY, FOR FEBRUARY, 1900.

		136,350
Thursday,	February 1, 1900	136,350
Friday,	" 2, "	130,480
Saturday,	" 3, "	138,570
Monday,	" 5, "	138,080
Tuesday,	" 6, "	143,110
Wednesday,	" 7, "	138,410
Thursday,	" 8, "	140,020
Friday,	" 9, "	139,380
Saturday,	" 10, "	143,620
Monday,	" 12, "	140,750
Tuesday,	" 13, "	139,550
Wednesday,	" 14, "	140,870
Thursday,	" 15, "	140,330
Friday,	" 16, "	138,730
Saturday,	" 17, "	144,090
Monday,	" 19, "	139,260
Tuesday,	" 20, "	140,180
Wednesday,	" 21, "	142,000
Thursday,	" 22, "	150,700
Friday,	" 23, "	145,580
Saturday,	" 24, "	141,120
Monday,	" 26, "	129,770
Tuesday,	" 27, "	139,500
Wednesday,	" 28, "	144,140

Week days.... 24..... 3,381,190
Average per day..... 140,883

This is to certify that the above statement represents the actual bona fide circulation of the Boston Post day by day during the month of February, 1900. It includes no coupon sales, nor "scheme" sales, nor special editions for canvassing or sample purposes; but is confined to the real legitimate circulation of complete copies of the Boston Post.

By "circulation" we mean, in this statement and also in the statement covering the year February 1, 1899, to February 1, 1900, heretofore forwarded, the actual number of complete copies of the Boston Post, printed by us in good faith to meet the demand of the public for the publication. "White waste" is not included. The percentages of spoiled printed copies, which are included in the figures given and which may be deducted, are as follows: 1899, Feb., .01; March, .009; April, .009; May, .01; June, .008; July, .007; August, .008; Sept., .009; Oct., .008; Nov., .007; Dec., .007 and Jan., .01; averaging less than one per cent for the year. For February, 1900, the percentage of spoiled printed papers was .018.

W. A. GROZIER, Business Manager.

E. A. GROZIER, Editor and Publisher.

State of Massachusetts, County of Suffolk,
BOSTON, March, 1900.

Personally appeared the above named W. A. Grozier, business manager; E. A. Grozier, editor and publisher, and severally made oath that the foregoing statement made by them is true to the best of their knowledge and belief.

Subscribed and sworn to before me this 10th day of March, 1900.

GEORGE E. KIMBALL,
Justice of the Peace.

It has always seemed to us that the actual number of complete copies of a newspaper, printed in good faith to meet the demand of the public for the publication, is the best possible form of a circulation statement as indicative of what the advertiser may expect with future issues. This would exclude sample copies, which are issued to create rather than meet a demand. All sample copies are omitted from the affidavits sent to you by us. I will

admit that in theory the printed waste should also be deducted; but in practice, while we know the weight, we rarely know the exact number of spoiled copies, as the weight of news paper is a varying quantity. The actual number of printed copies, determined as they are by a mechanical counter that can make no mistake, affords the publisher his only opportunity for an absolutely precise statement in reference to a large circulation. A count of papers at any other point involves many elements of uncertainty, as probably there never was a case in which a single day's hurried issue of one hundred or one hundred and fifty or more thousand copies of a newspaper was handled without any errors by boys or clerks.

While on this topic, I would also like to point out that it is simply impossible for any publisher, no matter how well his business may be systematized, to determine with sufficient precision for an affidavit his so-called "net circulation," deducting waste and unsold copies, if by "unsold copies" he means copies unsold to the consuming public. And it is this kind of "unsold copies," which are of no value to the advertiser, which he wants deducted. If a large newspaper gives credit to its several thousand news-agents, and allows returns, there is always a percentage of them that never pay even for the papers they have actually sold. If the newspaper sells only for cash, and allows no returns, there is inevitably a percentage of unsold papers in the hands of the news-agents. Papers that are unsold upon the stands of the newsdealers are just as much unsold from the advertiser's point of view as if they remained unsold in the office of publication.

This is an intricate subject, and I will not go into any further details, but will simply state that the Boston Post's method of figuring its circulation is that adopted by our chief contemporary in Boston and by the leading New York dailies. And, furthermore, I will add that the Boston Post is entirely willing to abide by any method of figuring circulation, providing the same method is complied with by its competitors for your Sugar Bowl.

With a percentage of printed waste given in our affidavit above, a very small deduction may be made from our circulation figures of the year ending February 1, 1900, or for any month thereof. But the very latest statistics are the best indication of what the advertisers may expect to receive in the future. Therefore, taking the average for February 1900, as sworn, i. e., 140,883, and deducting therefrom the percentage of spoiled printed papers, which was .018, we have a net daily average of 138,748 copies of the Boston Post for the month of February, 1900.

On this basis at our lowest rate, which is half a cent a word, seven words to the line, for "situations wanted, male and female," the Boston Post's rate per line per thousand circulation is .00025—one-fortieth of a cent.

At our rate for other wants, i. e., one cent a word, the rate per line per thousand circulation is .00050.

At our real estate rate, i. e., 10 cents per line, the rate per line per thousand circulation is .00072.

At our run of paper rate, i. e., 12½ cents per line, at which we make contracts to give position and permit broken columns, cuts and large type without extra charge, which is what nearly every large advertiser desires, and on which basis we hold the only fair comparison can be made in this contest, the Boston Post's rate per line per thousand circulation is .00090. Very truly yours,

BOSTON POST,

By E. A. Grozier, Editor and Publisher

Doubtless the Post has practi-

cally set itself right on the point of what is meant by circulation and actually did print over 130,000 complete perfect copies every day in February. It is interesting to know also that in this number no "coupon sales," "scheme sales" nor "special editions for canvassing or sample purposes" were included, although in the opinion of the Little Schoolmaster such sales, copies or editions would be just as legitimate circulation as any other and just as likely to benefit an advertiser in the *Post* as the copies bought and paid for by the paper's oldest and most respectable subscribers.

AN OCULIST'S AD.

The following advertisement is clipped from the Beloit (Wis.) *Press* of February 24th, where only the signature at the end indicated that it was an advertisement:

DOES IT PAY FOR A DOCTOR TO ADVERTISE?

Dr Searles recently put a card in the Beloit *Free Press* with display cuts and proposing to straighten an eye in a minute and without pain or interference with business. Directly a young man brought the card to the office and inquired for the doctor. He wanted his eye straightened. He had come 100 miles and wanted to take the next train back. Could it be done? In half an hour it was done, and he left for home without even a bandage.

Here is another. A young man in the city wished to consult an oculist, and he picked up the *Free Press* to find the man, if there was one in the city. His eye caught the card of "W. H. Searles, A. M., M. D." which he read and decided he must be all right. He hunted the doctor up and got what he wanted.

Here is another: A young lady has just left the office. "She had just seen my card in the *Free Press*. She did not suppose there was a regular oculist in Beloit. Would I please tell her what was the trouble with her glasses?" The glasses were an elegant pair, and the doctor suggested that the trouble was probably "all in her eye!" The inquiry proved that the suggestion was correct, for she had elegant eyesight.

Dr. Searles believes that when the medical profession makes use of the chief weapon of quackery, the public press, it will do more to suppress "illegitimate medicine" and humbug in glasses than all the laws that can be passed. The doctor finds that it not only pays to advertise, but that it is right and proper when conducted according to business principles of truth and honesty. DR. W. H. SEARLES.

Oculist and Aurist.

Smith Block, Beloit, Wis.



As WELL expect a salesman to visit the trade once in ten years and bring in a good list of orders, as to expect the occasional advertisement to bring satisfactory results.—*Mining Reporter, Denver.*

PRINTERS' INK.

A DOG AS BANNER PACKER.

One of the sights attracting much attention is a handsome black, curly dog, which walks along with dignity, wearing a hat on his head, spectacles on nose, a pipe clenched between his teeth and bearing a large advertising sign on his back. This canine advertising agent, who attends to his business with diligence, perseverance and decorum, is named Chester, and is the property of Ernest Jones, who usually accompanies him and who has trained him to the work. Chester is five years of age, and is partly Newfoundland, partly Gordon setter. He has the long, intelligent face of the setter, with almost human soft brown eyes, and the black, curly coat of the Newfoundland, the white on his breast being the only white about him. He has a deep sense of the proprieties and will not go out of doors without his hat. Now he has a companion in a younger Newfoundland, who is also learning the advertising business. This is a handsome dog, about eighteen months old, named Grover Cleveland. He is being broken to hat and spectacles, but does not take to them very kindly as yet, while Chester rather resents the loan of his old hat, which he is compelled to make the new-comer. The pair make a striking team in their novel vocation.—*Baltimore (Md.) American.*

PROGRESSIVE advertising requires progressive methods. The methods which were good last year may be utterly out of date and past usefulness this year.—*Mast, Crowell & Kirkpatrick, Springfield, O.*

Real Estate for Sale—Now Jersey.

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One of the most beautiful and ideal spots in Northern New Jersey for residential purposes.

72 TRAINS DAILY.

Excellent supply of water. Perfect sewer system; streets well paved and entire town well lighted with gas and electricity. Schools, Churches, Banks, Boating, Golf and other outdoor sports. Choice homesites on high ground offered for sale by

HACKENSACK LAND CO.

116 MAIN ST.
Hackensack, N. J.
HOUSES FOR SALE OR
FOR RENT AT \$20 TO
\$80 MONTHLY.
WILL BUILD TO SUIT
PURCHASERS.

Representative will call on parties about to purchase if desired.

THE WAY IN WHICH THE WORD "HACKENSACK" IS TREATED IN THIS ADVERTISEMENT MADE THE ANNOUNCEMENT, SMALL AS IT IS, "STAND OUT" IN A PAGE OF NEW YORK "WORLD" ADS.

BUFFALO'S NEWSPAPERS.
**THE FOLLOWING MATTER, PRESUMED
 TO HAVE BEEN COMPILED IN THE
 INTEREST OF THE BUFFALO
 "NEWS," IS BY NO MEANS DEVOID
 OF INTEREST. IT IS PERHAPS ALL
 THE MORE INTERESTING FOR BE-
 ING ISSUED ANONYMOUSLY.—**
 [EDITOR PRINTERS' INK.]

Considerable discussion has been provoked of late among general advertisers concerning the Buffalo field. Enthusiastic and voluminous statements of circulation have been sent out broadcast by the various newspapers published in that city which are openly ridiculed by those who are conversant with the facts.

The writer has recently had occasion to visit Buffalo for the purpose of placing some business and as the amount involved was somewhat large, spent some six weeks in looking into the question of circulation very thoroughly.

This investigation was conducted on entirely independent lines and none of the papers were consulted, but a careful and systematic canvass of the agencies and news stands in the city and surrounding towns was made and in some localities a house to house canvass was used to gather the statistics which could not otherwise be obtained.

The result of this investigation is given herewith for the benefit of advertisers who are placing business in Buffalo, and, as a good many people have tender cons and it is necessary in telling the truth to tread rather heavily on some people's feet, it is given anonymously.

"THE NEWS."

In considering Buffalo's newspapers the *News* naturally comes first on the list, as it has without question the largest daily circulation in the city. The *News* claims an average for last year of 65,001; this is about 15,000 higher than the facts warrant. Careful investigation shows that the *News* is very strong on the west side of the city, where the so-called better class of people reside. This section is composed of very strong Republican wards, and as the *News* is the recognized penny Republican paper it is naturally very strong in this section. On the south side, which is the home of the working class, the *Times* leads the *News* very considerably, while on the east side, the great German section, the *News* and *Times* are about even. The total circulation of the *News* in Buffalo and surrounding towns is between forty-eight and fifty thousand. The *News* publishes a Sunday edition which, however, amounts to but little, its circulation being greatly exceeded by the Sunday edition of the *Express* and *Courier*.

"THE TIMES."

The *Times*, the second paper in Buffalo in point of circulation, is a dyed in the wool Democratic sheet, supporting everything Democratic and appealing strongly to the masses. The *Times'* circulation on the west side or among the upper-ten is limited, while on the

south and east sides, where the great mass of wage earners live, it leads all the other papers. The *Times* in common with its contemporaries is prone to exaggeration in circulation statements; it claims an average of considerably over forty thousand, but the facts show that between thirty-five and thirty-six thousand is much nearer the mark. The *Times* also issues a Sunday edition which, while it does not seem to be pushed to any considerable extent, still has a fair circulation, owing to the fact that it is the only recognized Sunday organ of the Democratic party in Buffalo and Western New York.

"THE COURIER."

Next in order comes the *Courier*, the only one-cent morning paper in the city. The *Courier*, together with its evening edition, the *Enquirer*, is owned by Mr. W. J. Connors, a gentleman who had already attained fame and fortune as a boss stevedore on the docks before he turned his attention to journalism. The *Courier* has a circulation of between twenty-five and twenty-eight thousand, but has lost ground considerably during the past year, owing to the strike among the stevedores and dockmen employed by its proprietor. While this strike has been apparently settled, it has left a very bitter feeling among the working men, which has lost both the *Courier* and the *Enquirer* the bulk of their circulation among that class. The *Courier* sells well in the uptown districts and has a good representation in the street cars during the morning hours.

"THE ENQUIRER."

The *Enquirer*, which is practically an afternoon edition of the *Courier*, is a bright, newsy paper with strong leanings toward "yellow" journalism. Its sporting page is its best feature and it has a good sale in the downtown districts among the sporting element, but as a home paper it does not seem to be regarded with much favor. It claims a circulation of 36,462, which is generous to say the least. Investigation proves that about nineteen to twenty thousand is the correct figure. Neither the *Courier* nor *Enquirer* have, I am informed, any standing politically, as they have changed their political views four times in four years. The Sunday edition of the *Courier* has made rapid strides in the past two years and it is becoming a formidable rival of the *Sunday Express*.

"THE COMMERCIAL."

The *Commercial* is the only two-cent afternoon paper in Buffalo and includes among its readers the best people in the city. Its sale on the streets is small, but it has a carrier system which takes it into the best homes in Buffalo. The *Commercial* claims a circulation of between ten and twelve thousand, and the writer believes that its statement is very close to actual facts.

"THE EXPRESS."

The *Express* is a two-cent morning paper and is the morning paper of the business men. Its circulation, while not exceeding twelve thousand, is among the best class of readers in the community. The *Express* has been under the ban of organized labor for the past two years, but does not seem

to have suffered to any extent, except, perhaps, in advertising patronage. This difficulty has now, however, been adjusted. The Sunday edition of the *Express* is par excellence the Sunday paper of Buffalo, having a circulation of probably fifty thousand, of which thirty thousand is in the city and immediate vicinity, the remainder going to the various towns and villages in New York, Pennsylvania, Ohio, and quite a number going into Canada.

"THE REVIEW."

The *Review* is a two-cent paper recently established and which is now the official city paper. This fact, together with the fact that all items of record from the county clerk's office are published daily, gives the *Review* considerable circulation among the downtown business houses and offices. There are also published in Buffalo three German and one Polish daily which are believed to have a fair circulation among their respective elements.

RECAPITULATION.

	Actually
Claims.	Has.
The <i>News</i>	65,001...50,000
The <i>Times</i>	41,000...35,000
The <i>Courier</i>	55,001...28,000
The <i>Enquirer</i>	36,462...20,000
The <i>Commercial</i>	12,000...12,000
The <i>Express</i>	12,000...12,000
The <i>Review</i>	6,000...4,000

This shows that the four evening papers have an actual circulation combined of 117,000; this, taken in connection with the fact that Buffalo is a city of about 50,000 houses, is fairly conclusive evidence that the foregoing estimates are truthful and unbiased.

The advertiser who desires to cover the field in Buffalo and its suburban towns and villages for a popular-priced article will find that the *News* and *Times* cover the field very effectually. If it is desirable to go into it still more thoroughly, the *Morning Courier* is without question the third medium on the list. To advertisers desiring to obtain publicity for goods appealing to men and to the sporting element more particularly, the *Enquirer* at the low price at which space can be obtained offers a promising proposition.

In advertising for the higher-class specialties, the mediums are the *Commercial* in the afternoon and the *Express* in the morning, and between these two the field is very thoroughly covered.

In the Sunday field the *Express* is without doubt the best proposition even at the high rate asked. The *Sunday Courier* at the low rate it offers makes a tempting second. The *Sunday Times* is weak compared with its daily edition, but I understand that correspondingly low rates may be secured. The same remarks that apply to the *Sunday Times* fit the case of the *Sunday News* to a greater degree.

Local advertisers seem to have about the same view of the situation as the writer has expressed in the foregoing pages, and their patronage is distributed on about these lines.

* * * * *

In the issue of Tuesday, February 6th, of the Buffalo *Enquirer* the foregoing matter is thus char-

acterized under the heading, "A Cowardly Attack."

An anonymous circular headed "Buffalo Newspapers" is being mailed broadcast to local advertisers throughout this city and to foreign advertisers and advertising agencies throughout the United States. The author is too cowardly to even affix any signature to the document, which is nothing more nor less than an attempt to boom the Buffalo *Times* by a reprehensible attack on the newspapers owned by Mr. W. J. Connors, and it requires no mind reader to recognize its authorship as that of this same Buffalo *Times*.

Its main object seems to be to damn the *Courier* with faint praise, but at the same time so depreciate the circulation of the Buffalo *Enquirer* as to create an impression that it is of but little value to the average advertiser. In order, therefore, to let the Buffalo *Times* and advertisers in general know where the Buffalo *Enquirer* stands today, the proprietor of the Buffalo *Enquirer* hereby agrees that if the circulation of the *Enquirer*, both on the streets and in the homes of the people, is not larger in the city of Buffalo than that of the Buffalo *Times*, he will refund every dollar paid for advertising in the Buffalo *Enquirer* during the entire year of 1900.

ARTISTIC SIGNS.

In Belgium a municipal art society has initiated competitions for beautiful signs. They give liberal prizes for the best designs. Sculptors and skillful workers in iron compete because of the value of the prizes and because of their interest in the work, and the merchants because of the advertisement which it gives them. The result has been that all over Brussels you find pretty signs, and the curious part is that the beautiful ones pay better than the ugly; for while the latter only receive a passing notice and then a feeling of disgust, the signs which are beautiful attract permanent attention.

—Municipal Affairs.

EXAMINATION OF ABSTRACTS

A SPECIALTY.

W. H. ANDREW,

ATTORNEY AT LAW.

SUITE 615, CHARLES BLOCK.

A LAWYER OF DENVER HAS FOR A YEAR PAST SPENT \$50 A MONTH IN COVERING THE CITY OF DENVER AND THE ROADS LEADING INTO IT WITH ONE-SHEET POSTERS CONTAINING THE COPY ABOVE SHOWN, AND, ACCORDING TO MR. JAS. A. CURRAN, HAS FOUND RESULTS SO SATISFACTORY THAT HE HAS JUST ENTERED INTO A CONTRACT FOR ANOTHER YEAR. IT IS STATED THAT ONE OF THE ORDERS SECURED PAID EXACTLY FOR THE ENTIRE BILLPOSTING OF THE WHOLE YEAR.

"BAKER, THE SIGN MAN."

By Frank A. Heywood.

"Baker, the Sign Man," is well known throughout the United States. His headquarters occupy an entire five-story Race street building in Philadelphia. The front of the building is well calculated to attract attention, as it is

haps the more appropriate name for Baker's place—are not only suggestive of the business of the proprietor but of his ideas of attracting attention as well. Baker is a good patron of printers' ink, and the results which he has obtained from the use of it ought to prove a rude awakening to the complacent painters, who from



painted with a varnished black, making a strong contrast to the white or buff buildings adjoining and opposite. Signs of gold and awnings of white are prominent in Baker's out-of-door display; a huge flag floats from a staff on the peak of the roof. The wording of the signs is suggestive of publicity; the decorations of the interior of the shop—atelier is per-

their seats on empty lead kegs, industriously arraign Mr. Baker for defying the "traditions" and depending on other mediums than his own stencil to make known to the public that "Baker, the Sign Man" is looking for patronage.

The mottoes and emblems which adorn Baker's "front," while not particularly suggestive in text of the proprietor's business, attract

attention. The number of the building is delineated in an artistic scroll, reading:

**"A LUCKY ROW,
1033."**

Come Play With Us."

On the flounces of the awnings are the quotations: "Time Is Our Only Estate," "Are You Looking for the Man Who Never Made a Mistake? He Got Wings," "All Men Are Friends—When They Are Asleep," "There is a Fitness in All Things; Yea, Even in Signs."

The "risers" of the stairs in Baker's place all bear legends of enough originality to give a visitor considerable interesting reading. The walls are decorated with life-size portraits of enough merit to hold the attention of the visitor for some time, especially if he has reached the bald-headed period.

Baker does the bulk of Philadelphia's sign painting. He receives many orders, too, from abroad. His imprint is familiar in Texas as well as Maine. He gets a great deal of trade from the Southern States; he has even invaded New York City. How he gets his trade I will tell in his own words.

"When I concluded to make a life's work of making signs," said Mr. Baker, "I first resolved to do good work and to introduce as many original ideas as possible. Secondly, I concluded there were other ways of letting people know I was on earth besides the 'stencil' painters affix to their work. I believed the best way was the space offered by newspapers, and I have always patronized them. Until I became well known in the city, I took large space in the display columns regularly. Nowadays I use a few lines in the classified columns all the year around, and for several weeks previous to a political campaign or special occasions, like the G. A. R. encampment or peace jubilee, for instance, I use anywhere from four inches to a quarter of a page in the display columns. The ads I write myself and they are good enough at any rate to be business bringers. Blotters pay me well. I send them regularly to every business man in Philadelphia and surrounding cities. Programmes pay; time-tables,

lodge cards, etc., also give me business, though oftentimes I give out that line of ads in repayment of business already furnished me. 'Write-ups' are not so bad. I paid for one in *Philadelphia Illustrated* two years ago. It realized returns. One man gave me an order recently, saying that he had read my ad in the book.

"I have leaflets which I use for my mail-order trade. I keep posted, through the mercantile reports, as to new firms, changes, etc., and am kept apprised of celebrations, etc., by an information bureau. To this prospective trade I send leaflets and personal letters; oftentimes I submit sketches, and these usually cinch doubters. My 'stencil' on work brings many orders. Personal recommendations bring me many more.

"Originality in work as well as ads brings business. I occasionally go to New York looking for ideas, but I find that the metropolis borrows more from the Quaker City than the 'slow people' get from the Gothamites."

♦♦♦
THE best circular is a magazine that circulates.—*Mail-Orders.*
♦♦♦

THIS is a very busy and crowded world, and one whose memory is very poor. Drop out of the procession once and your place is filled by somebody else. When you fall in again you must fetch up at the very tail end. Get your place, hold it, and forge to the front!—*Crockery and Glass Journal.*

ILLUSTRATED WANT AD.



MANAGER WANTED.

THE MAJOR'S STATISTICS.

"I never see one of these microscopic statistical booklets," said an old reporter, turning the pages of the latest "Vest Pocket Encyclopedia," without recalling a curious incident in the career of a veteran Bohemian once well known in the West as 'Major Mac.' His name was McCarty and he was an educated, jovial Irishman who had taken honors once at Dublin College. When I knew him he was on his last legs, drifting from one city to another, doing whatever back work came to his hand. In the course of one of these wanderings he landed in St. Louis and secured the job of getting up an advertising booklet for a big manufacturing concern. The idea of the head of the house was to begin with a glowing description of the establishment and follow it up with some matter of a general character which would be sufficiently interesting to induce people to preserve the pamphlet. The major, drunk or sober, was a ready, graceful writer, and the descriptive work was play for him, but as he happened to be living in a lodging-house, with no reference library at command, the miscellaneous matter was a puzzler. When he finally turned in the copy the manufacturer was dissatisfied. 'I want this booklet to wind up with a short, crisp compilation of facts,' he said, 'that will make a chap keep it for further reference. Call 'em "Things Worth Remembering," or something like that.'

"The major was feverishly anxious to get the pay for his work, and in desperation he rushed back to his den and proceeded to compile a remarkable collections of 'Things Worth Remembering.' I still recall a few. They ran about like this:

"The largest Wienerwurst factory in the world is in Leipzig. The daily output is 6 2-3 miles."

"Crush hats were invented in 1642 by a monk named Albertus."

"In 1730 the British Parliament abolished the tax on glass eyes."

"Deviled ham was first made in Persia in the sixteenth century."

"Parasols were introduced in China during the Shan dynasty, B. C. 460."

"These 'Nuggets of Knowledge,' as he called them, certainly had a weird surface resemblance to the real thing, and the manufacturer was highly pleased. He said he found a great deal of information among them that he had never encountered in any similar collection, which was perfectly true, and when he drew the check he made it \$20 bigger than he had originally intended. The major grabbed the money and lit out for the West, to get under cover before the storm, but, strange to say, it never broke. Although the pamphlet was scattered broadcast all through the Middle States, the only really vociferous kick that developed was from a man in Iowa who had lost \$50 betting that gum shoes were invented by Sir Isaac Newton in 1706. He said he had got his data from 'Nuggets of Knowledge,' and wanted to be reimbursed."

New Orleans (La.) Times-Democrat.

ADVERTISING ought never to be an expense. It is just as much an investment as the buying of machinery.

IN THE CARS.

Advertising spaces in the street cars are seldom as well utilized as has been done by the Cambridge laundry. A neat, smart American girl stands at an ironing table working over a lot of clean clothes, and in the background are five Chinamen "on the run" away from her, presumably bound for some locality where they will not have to compete with modern laundry methods. Their haste to get away is indicated by their pigtails, which are flying through the air at right angles with their necks. Beneath this picture are enumerated the points that the Cambridge laundry always emphasizes—American labor, healthful conditions, only pure artesian well water used and the "famous flexible finish" produced at this establishment.—*Cambridge (Mass.) Chronicle.*

CONTINUITY is the most desirable element in advertising.

PEOPLE won't buy what they don't want. Generally they don't know what they do want. The successful advertiser is the one who persuades people that they want just what he has to sell.—*N. Y. Sun.*



THIS IS A MINIATURE REPRODUCTION OF AN ILLUSTRATION WHICH THE PRICKLY ASH BITTERS COMPANY OF ST. LOUIS USES IN A HALF-PAGE ADVERTISEMENT IN A CHATTANOOGA PAPER TO INDICATE THE CONDITION A MAN MAY BE IN WHEN HE NEEDS THE BITTERS.

ARE ADVERTISEMENTS READ?

If you are one of the merchants who cites as an argument against advertising that you do not read ads yourself, just question yourself on the matter. Do you know "Uneeda Biscuit"? Are you acquainted with the fact that Royal Baking Powder is "absolutely pure"? Have you read that Paine's Celery compound is good for the blood? That some one once said: "Good morning, have you used Pears' soap?" That the "Wool soap babies" are one of the cleverest advertising hits ever discovered and that "Ivory soap floats"? You know these things, and you wouldn't unless you were a reader of advertisements. The fact is that it isn't always a case of one looking for advertisements that makes you a reader of advertisements, but that advertising is thrust upon you. You cannot avoid the ad.—*Mansfield (Ohio) News.*

COMMON SENSE.

Common sense is the greatest desideratum in an advertising campaign. For it literary ability, skill, genius and a host of other attributes may be sacrificed.—*Advisor, New York, N. Y.*

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$20 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

CONNECTICUT.

LOOK out for the advertising agent who seeks to put some other paper on your list in place of the *DAY*, New London, to cover its field. There's a nigger about somewhere.

ILLINOIS.

CONKEY'S HOME JOURNAL is just right for advertising articles that interest people in the smaller towns. Subscribers belong to American Musical Association, and own pianos and organs; 150,000 copies for a year. Circulation growing; 6¢ flat rate. Write for sample copy and particulars. W. B. CONKEY COMPANY, Chicago, Ill.

MAINE.

WE have had one letter from an advertiser who said he saw these advertisements of ours in this column. That shows they are read. We hope before our year is out to land two or three big contracts. THE COURIER-GAZETTE, Rockland, Me. (See Rowell's.)

THE : : : EVENING JOURNAL

OF JERSEY CITY, N. J.

goes into over Thirteen Thousand Families in Jersey City, and is a guest in over eighty per cent of the English-speaking households in the city.

Average Daily Circulation in 1899: **14,486**

SOUTH CAROLINA.

THE EVENING POST, Charleston, S. C., is the only afternoon paper published in 100 miles of its office. It is the official advertising journal of Charleston, S. C.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK, published weekly by Geo. P. Rowell, is well known for its numerous issues of journals devoted to advertising. It likes to call itself The Little Schoolmaster in the Art of Advertising. Since its establishment in 1888 it has had nearly two hundred imitators.

PRINTERS' INK aims to teach good advertising by publishing good advertising methods, giving examples of good and bad advertising and telling why. It also considers the value of newspapers as advertising medium. Its columns are wide open to the discussion of any topic pertaining to advertisers. Every advertising man who is known at all has contributed to its columns. PRINTERS' INK's way of teaching is by exciting thought and discussion, expressing occasionally an opinion in favor of one plan and opposing another, but making no effort to be consistent, advocating to day-to-day's opinions and abandoning yesterday's theories to the dead past. Average circulation during 1899, 6,000. Subscription price \$6 a year. Advertising rates, classified \$5 cents a line each time; display 50 cents a line. Address PRINTERS' INK, 10 Spruce St., N. Y.

RELIGIOUS.

BAPTIST.

THE GEORGIA BAPTIST, Augusta, Ga., is read by more than 5,000 progressive negro preachers and teachers in Georgia, South Carolina, Alabama and Florida. Circ'n for 1899, 6,375 weekly.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

WANTED.—Case of bad health that R.I.P.A.N. will not benefit. Send 5 cents to Ripans Chemical Co., New York, for 10 samples and 1,000 testimonials.

COIN CARDS.—Any printing you wish. Six-hole (like cut), \$4 per M; 100 prepaid, 75c; 1 doz., 10c. One-hole, any printing, \$3 per M. THE STATIONERS' MFG. CO., Detroit, Mich.



**BETTER
THAN EVER.**

Judicious, conscientious editing has made

Sports Afield.

(now in its 14th year) much the most popular magazine of its class in the country. In the Far West, the Northwest, the Pacific Coast and the Dominion of Canada it has a vast field practically all its own. No other outdoor magazine has so sure a hold on the interest of the whole family. If you think we are bragging, send us your address for a free sample copy. Judges of good reading take to it at once. Without exception, every advertiser in SPORTS AFIELD is reliable, honorable, high-grade. No fakers or "Cheap John" schemes are ever admitted into the great Sports Afield Family. Refer to any business house in Chicago, Omaha, Denver, Los Angeles, Seattle.

Advertising Rates:

One inch, \$4; two inches and over,
\$3 an inch. Page is standard mag-
azine size.

SPORTS AFIELD,
Suite 1400 Pontiac Bldg., Chicago, Ill.

The Land of Sunshine Covers California and

has a larger circulation in California than all the Eastern Magazines combined; it has besides this just added 3,000 paid subscribers outside the State, the result of a vigorous subscription campaign . . .

A Page a Year for \$240!

Write for sample copy and rate card to LAND OF SUNSHINE PUB.
Co., Los Angeles, or

EDGAR JOHN ARNOLD,
Eastern Representative,
13 Park Row, New York.

TAKE THESE STEPS

**TO COVER,
THROUGH
OUR
COLUMNS,**

DAILY PRESS.

REPUBLIC TIMES.

WEEKLY REPUBLIC.



H.D. LACOSTE,
38 Park Row, New York,
Eastern Representative.

THE SPRINGFIELD PUBLISHING CO.
SPRINGFIELD, OHIO.



\$100,000 a week

In wages are distributed 52 times a year from the big industries within a radius of three miles from the CHESTER TIMES' building. No equal population anywhere has more money to spend. The

Chester Times

goes into every home, every day. It has no rival in the affections of these people. **7,200 copies every day, guaranteed.**

CHESTER TIMES, CHESTER, PA.

THE JOLIET NEWS

can face the stony stare of the wicked politician and unflinchingly declare: "You can't make dirt of these columns!" The brewer and the saloonkeeper, the clairvoyant and the weak man ad-maker, also fall in hard places when they ask for advertising in its columns. And the man looking for suckers with offers of \$100-a-week salaries also gets turned down. People have confidence in a paper of this kind. We edit all advertisements.

Booklets Advertisements Circulars



AM in a position to offer you better service in writing, designing and printing advertising matter of every description than any other man in the business. I make the fashion in typographical display. I have charge of the mechanical department of PRINTERS' INK. No other paper in the world is so much copied.

My facilities are unsurpassed for turning out complete jobs. If you wish to improve both the tone and appearance of your advertising matter it will pay you to consult me. Send your name on a small postal card for a copy of my large postal card.

**WM. JOHNSTON, MANAGER PRINTERS' INK PRESS,
10 SPRUCE STREET, NEW YORK.**

The Pawtucket (R.I.) Evening Tribune

goes into the homes of the wage-earners of the Blackstone Valley (a hive of industry with 100,000 population and 60 varied lines of manufacturing), who carefully scan its advertising columns, because they buy the closest.

The only Democratic daily in its territory, The Tribune is steadily growing in circulation, prestige, influence and popularity. The leading local and general advertisers are constantly represented in its columns. **Write for rates.**

THE TRIBUNE PUBLISHING CO., - - Pawtucket, R. I.

J. W. BUCKMASTER, Advertising Manager.

Latest Information

CONCERNING NEWSPAPER CIRCULATIONS.

INVALUABLE for advertisers. AMERICAN NEWSPAPER DIRECTORY. Published March 1, 1900. 32d year; 1st quarterly issue; 1424 pages. Price five dollars. Delivered, carriage paid, on receipt of price. GEO. P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

A bona fide paid in advance subscription list is worth three times as much to an advertiser as one that is not.

THE ALLIANCE LEADER PRINTING CO.'s publications are the only ones in Northern Ohio going to a strictly paid in advance clientage.

DAILY LEADER,

Every Evening Except Sunday. Established 1892.

SEMI-WEEKLY LEADER,

Every Tuesday and Friday. Established 1871.

AMERICAN HOME AND FARM, Monthly,

Established January, 1899.

CIRCULATION:

Daily, 1,561; Semi-Weekly, 3,662; Monthly, 10,000 copies.

Sample copies and advertising rates mailed to
any address on application.

THE LEADER, - - Alliance, Ohio.

PRACTICAL INKS

Practical Prices
Practical Printer
Practical Ink Maker

PRINTERS INK JONSON,
New York, N. Y.

DEAR SIR: The other day we were visited by an "ink man" whose card illustrated a mammoth building that the poor devil of a printer helped to build. We told him we bought *all our inks* from Jonson. He said it was strange that we should patronize a man who was running in direct opposition to us in the printing business. We told him Jonson was not the only man on earth that was our competitor, and we were glad that a practical printer was engaged in the manufacture of ink, because we were getting *practical inks*, and at *practical prices*. We hope your trade will ever increase, and that the ink trust will find that Jonson is not only a *practical printer*, but a *practical ink maker* as well. Yours,

CLAPPER PTG CO., Wooster, Ohio.

Mr. Clapper has been a customer of mine for several years, and does not hesitate to jump on me when the occasion requires it. Considering the number of orders I fill and the area of territory over which my customers are spread, I am positive my percentage of complaints is far below any house in the trade. I consider it a favor to be informed of any fault found with my inks, as it gives me a chance to remedy the difficulty at once. If a customer wants his money back, I cheerfully accommodate him and pay all charges. Send for my price list.

Address

PRINTERS INK JONSON,
13 SPRUCE STREET, NEW YORK.



Those Street Car Ads

Before you morning, noon, night and morning.

Tthey Face You

When entering the car—
When seated in the car—
When leaving the car—
and they are photographed on memory
when lost sight of.

The Kissam Street Car Advertising —

Boldly printed, pleasing and artistic —

Always where they'll be read —
Next to eye-catching matter — and
Always in position.

The Kissam Street Car Advertising —

Bear this in mind
when appropriating dollars for publicity:

KISSAM knows how —
No doubt about it.
What he is doing for others
He can do for you — and
Others have the golden proof that
KISSAM STREET CAR ADS PAY.





The Kissam Street Car Advertising—

A trial trip will convince you. You can take it in any of the large American cities, and, ten to one, you'll continue the trip indefinitely.

*Think about it.
Write us about it.*



GEO. KISSAM & CO.

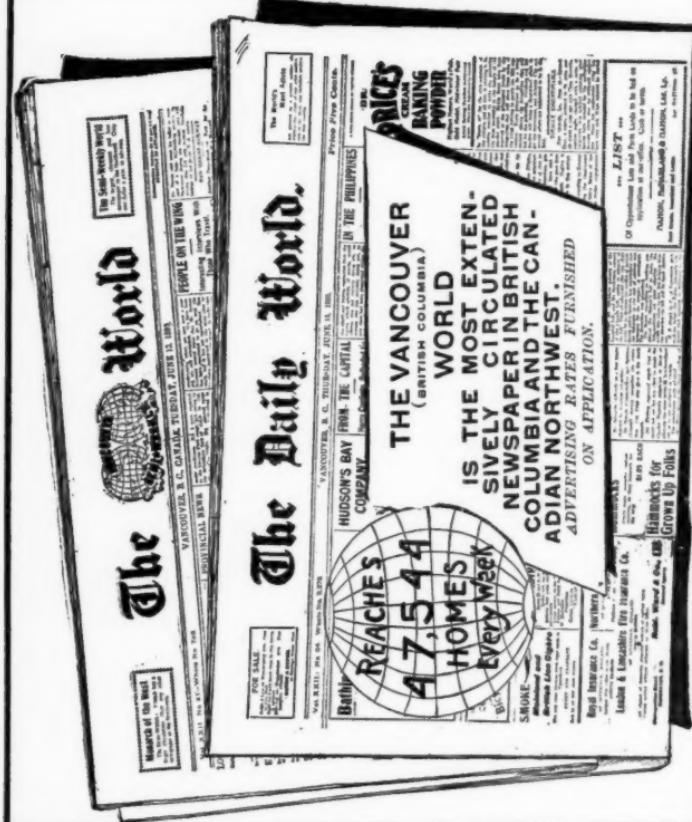
253 Broadway, New York.

THIRTEEN BRANCH OFFICES.



VANCOUVER, BRITISH COLUMBIA.

THE MOST PROGRESSIVE AND PROSPEROUS CITY IN THE CANADIAN OR AMERICAN NORTHWEST.



THE CITY OF VANCOUVER IN 1885 WAS NOT IN EXISTENCE. TO-DAY IT CONTAINS A POPULATION OF CLOSE UPON 40,000. IT IS THE HALF-WAY HOUSE BETWEEN THE ORIENT AND THE OCCIDENT; THE HOME PORT FOR THE EMPRESS LINE OF JAPAN-CHINA AND VANCOUVER-AUSTRALIA LINE OF STEAMERS (THE MOST SUPERB VESSELS UPON THE PACIFIC OCEAN), AND THE PACIFIC TERMINUS OF THE CANADIAN PACIFIC RAILWAY.

BUSINESS MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

It pays to be honest, not only in such ways as the public naturally come in contact with, but it pays to be honest in secret with your own business force and on your own books.

The business house who is only honest as far as they think the public knows, but are dishonest in fact in their own organization, are some day going to be found out and when they are found out they will suffer as much from it as if the public had known all along that the dishonesty was going on.

These remarks apply just as strictly to a newspaper as they do to a dry goods house or any other business concern.

Employees sometimes leave you or are discharged and they are not going to be very particular to conceal the inside dishonesty which they may know about, and thus the public will probably get on to it and the latter end will be worse than the first.

The newspaper that claims to be absolutely fair and honest with all its advertisers and makes that one plea its strongest argument for business, ought to be in fact what it claims to be in public. If it is not, it may be years before it is found out, and it may be only through an accident or through a former employee that the dishonesty is found out, but when the day of finding out does come, as it always will, the result will be disastrous.

* * *

I am in receipt of a very handsome catalogue from the American Blower Company, of Detroit, Mich.

The catalogue shows machines adapted to heat, ventilation and drying. The cover is a very striking one and shows a group of blowers.

Such a catalogue as this ought

to attract attention and be effective in any company.

* * *

BALTIMORE, Md.

I inclose two advertisements for severe criticism through PRINTERS' INK. I want to improve in the writing of such matter and feel sure that your criticism will be helpful to me in my work.

Do you think these advertisements talk business in a business-like way and are worded so as to be interesting to those interested in the goods they advertise? Is the meat-chopper advertisement too long?

Any suggestions for their improvement will be thankfully received and your advice heeded by me.

Thanking you for suggestions given to others—which have been of great help in the past—I beg to remain,

Yours very truly,

ARTHUR D. FERRIS.

In reply, I will say that the smaller of the two advertisements is fairly good. The one about the meat chopper is decidedly too long. If it only had half the matter in it, it would still be too long.

Do not try in an advertisement to give a full and accurate description of everything that the machine can possibly do; how to take it apart, how to put it together again and all other details that are only interesting to a person after they have actually bought the machine.

Tell the special points about your machine that people want to know about—how good it is; how easy to operate; how easy to keep clean; how nice it chops the meat, etc., etc. The details about removing the crank, loosening the thumb screw, etc., etc., are out of place in an advertisement of this character. They are all good enough if they are in a circular that goes with each machine, but they take up too much space otherwise.

* * *

In a recent issue of the National Cash Register publication of which Mr. Dixey is editor there appeared a number of articles which ought to make interesting

reading for any business man, particularly for any salesman who wants to know how to succeed at selling.

Mr. R. E. Parsons delivered an address before a convention at the National Cash Register office in Philadelphia, Pa., and here are some of the things that he said:

"We size up a person whom we think will be successful, but only experience can tell whether our supposition is rightly founded. One man may make a success of groceries, but when put into this business will make a failure of it. Knowledge of the business is important; this, combined with enthusiasm, tact and hard work, must bring results.

"I want to bring to your notice what some of our former men have done in the way of success and failure, and the cause of such results. Take the case of Mr. —, who was very successful in getting audiences and holding his man a long time. This was probably owing to the fact that his conversation was very interesting, but he neglected to stick to the subject of cash registers. His P. P.'s were always glad to see him, but he failed to make an impression of what his visit called for, with the result that he failed to sell many registers.

"Another thing, he was always in debt. Now I find as my experience, when a man is in debt, some little debt is liable to crop up in his mind while talking to a P. P. A man selling cash registers should have nothing to distract his attention. He also lacked enthusiasm for the business.

"Another man whom we had here was Mr. —. He had enthusiasm, but for some reason he did not make a success, and all we can attribute it to is lack of knowledge of the business. He did not seem to understand what our registers will do for a man. He was not familiar with the registers or the methods of the company. We can only attribute his failure to lack of knowledge of the business, as he was obliged to give it up and seek something else.

"Another man we had here was Mr. —. Now he was a man who made a failure of the business by

talking No. 79 principle machines to every one with whom he came in contact, no matter how large or how small the business. He could not interest a man in a machine which was suitable for his business, and had to talk No. 79, and finally could not sell anything. He was enthusiastic on No. 79, but failed to call on the people on whom he should have called. He seemed to work on people who couldn't afford to buy these registers, but should have been shown our lower-priced machines. He lacked judgment.

"Another man was Mr. —. I understand that he drank considerably, and spent but one or two hours a day in accomplishing what results he did get. He worked hard while he was at it, but seemed to think that he could do in two hours what other men took ten hours to do. The consequence was that he failed.

"He had ability, but did not work conscientiously. The majority of the men right through who have failed have failed because they neglected to devote their whole time and energy to the work. Lack of hard work, lack of enthusiasm, lack of knowledge of the business, have been the stumbling blocks, and in some cases because salesmen do not have the confidence in the company's methods which they all should have.

"I now want to call your attention to four men who have made a success of the business. When I went through the class four years ago there was a man by the name of Pixley. Mr. Pixley was given a territory, and, when he started in, said, 'I have gone into this thing and have never yet made a failure, and I am going into this for all it is worth.'

"I have watched Mr. Pixley's record and see that he has made a success of the business. I attribute this man's success to his convincing power. Hard work, superior knowledge of the business, tact, impressiveness and one or two other qualifications are what bring results.

"Another man who made a success of the business was Mr. Snader, who had a full knowledge of the business, was systematic in ev-

ery move he made while connected with this office. He never started out of the office without having a list of the people on whom he proposed calling. He followed up his P. P.'s closely. His maxim was 'Buy or die,' by which he meant that they either had to buy or he would know the reason why before giving them up.

"Mr. Snader was a hard worker, full of enthusiasm, had a full knowledge of the business, and had confidence in the company's methods. He used to say that it was a good thing to talk 'system' when a man was interested in an opposition machine, and he would in that way try and get them in here and close them.

"Another case wherein a man has made a success of the business is that of Mr. Connelly, who has been in the business for about two years. The first year he did not have a countermand. He sold 123 machines—732 points. Now we know it was not Mr. Connelly's superior knowledge of the business, it was not talking system, but constant plugging and enthusiasm.

"I believe that Mr. Connelly thoroughly convinces a man of the fact that the register really costs him nothing, but will pay for itself by the time he is through paying for it, and this seems to be the whole tenor of his conversation when talking to a man. He is fairly dyed in the wool that it will save a man money."

* * *

The *National Advertiser* publishes a lot of matter which sometimes appears as if it was written simply to fill space. But occasionally, even in their department of criticism, or rather their funny department, as they claim that the public in general understands it to be, they sometimes give some very wise business points.

Their criticism of the Kotedsilk Underwear Company's booklet ridicules a style of advertising that I believe deserves just the treatment it got. The following is what they say:

My learned friend, Dr. Servet de Bonniere, of Paris, has written an erudite article on silk under-

clothing. Whether he was paid by the press agent of the Kotedsilk Underwear Company, of New York, I don't know. The company uses the doctor's essay as an advertisement, and if the masses of thrifty buyers are not sent skurrying after Kotedsilk shirts and drawers, it is because the masses are blind to the lights of science. "The electricity of silk is negative," says the doctor; "or, to speak in a less abstract tongue, resinous. We are in the presence of one of those auto-regulating mechanisms of which examples are found in many chapters of natural philosophy, and which are destined to insure the stability of nature." The bargain-hunter who has mastered this truth will rejoice to know that the electric principle in silk is akin to albuminoids and is called fibroine by people who know it well enough to be familiar with it. Finally, the thermo-regulating properties of silk are of assistance "in all affections due to insufficient cutaneous respiration or evaporation, such as hepatic neuralgia, rheumatoid pains and neurasthenia."

This is fine language and it recalls the story of the teacher who told her class to write out an epitome of what she had read to them.

"What's a 'pitome?'" asked one olive branch.

"Epitome is a synonym of synopsis," said the schoolmarm; and the class, enlightened, fell to work.

I don't want to discourage science, and I would not for worlds "queer" Dr. Servet do Bonniere, if he has made a good arrangement with the Kotedsilk corporation. But I would suggest that all advertisers fond of big words might read with profit the reports of the Molineux case. Talesman after talesman was bothered to define such words as "induction," "circumstantial," "morbid," and "propensity." One citizen said that circumstantial evidence is fictitious evidence. Another, asked to define "presumption of malice," said, "It means that if they are not married they ought to be."

These talesmen represent the average intelligence of the com-

munity. They are probably better informed than their wives and daughters. We have it on the authority of all the Charlie Boys, that the women do most of the buying. No matter, let us show how smart we are. Let us enliven our underwear advertisements with talk of insufficient cutaneous respiration and dielectrosores silks. So shall we swell our hearts and our bank accounts.

* * *

Mr. Wolstan Dixey, formerly of New York, now in charge of the advertising of the National Cash Register, of Dayton, Ohio, gets out the most attractive line of booklets that come to my office.

The National Cash Register people have always been known as good hustlers and good advertisers, but I am of the opinion that they work they have done within the past year has been far superior to anything they have done before.

Any business man who would like to have a specimen of real good booklet-making ought to write to Mr. Dixey for a copy of some of his efforts.

Unless you are a business man and can write on your own letter-head, I doubt if Mr. Dixey would care to send you samples, because no manufacturer can afford to give away booklets unless there is some chance of them doing him good.

If you are a merchant and have not got a National Cash Register, Mr. Dixey's booklets will be very apt to make a sale for his concern.

* * *

I want to bring a matter to your notice in the hopes of getting from you a correct solution of what has been to me a problem for a long time. It involves the somewhat old question of location for a business house. As applied to most lines of trade, there is probably no doubt about the advantage of the best location, but I am about convinced that my business, a retail dealer in pianos (no music), is entitled to consideration from a different point of view.

I have read PRINTERS' INK regularly and almost religiously for a long while and have gained many good ideas from its columns, but I am frequently at a loss to know how to apply some of its advice to my business.

Now, if you will give this your consideration at all, I beg of you not to determine at once that I am wrong,

but read it carefully and I shall be grateful for your final views.

In this city of about 275,000 there are two principal business streets comparing in the character of the trades represented on them to Broadway and Twenty-third street, New York, and in the case of the latter named, the business section is crowded into a few blocks. The rents are very high indeed, ranging, I should say, for a store of 25 feet front by 75 feet deep from \$3,000 upward, with little chance to secure a long lease. For my business I need at least 25x100 feet. Such a place is at present not to be had; those of that size rent for \$3,500 and upward and are occupied. On a street crossing these main thoroughfares such a place can be had for almost one-half this rent, and in point of convenience internally much better than the principal streets afford.

Now, the question is, would not one of these stores on a crossing street be as good for the retail piano trade as the store on the Twenty-third street of this city, everything considered? The every thing considered may be included in the following:

People look at the papers when thinking of buying pianos; hence it is necessary to advertise well in the papers. When thinking of buying, they think of makes of pianos whose names are familiar by reason of advertising in various ways, consequently they will go to look at a "Jones" piano if they have to go on a side street. Very few, if any, drop in and buy a piano because they see it in a window as they do other goods. A noisy street is against one in trying a piano. The sales of pianos are divided between two classes of purchasers: the one class that buys a piano because of its reputation (supposed or real) and the other, the smaller class, that buys any kind of a piano because it is very cheap.

I might compare it with the bicycle trade in this respect; certain makes will be sought for if properly advertised and not sold in actually inaccessible locations, while others are bought without reference to make or reputation simply because they are cheap.

Reputation of the piano, the "good word" of persons who have bought, the influence of teachers for the sake of a commission, all strengthened and supported by liberal newspaper advertising and circularizing—these things being such active forces in the piano trade, is it not a reasonable deduction that the retail piano trade can be done as well on a side street as on the principal thoroughfare of a city?

This is the principle in general upon which I seek advice.

In my particular case I am on the chief street in the city, under a heavy rent and crowded for show room. My stock does not show up well and my window is too small to do much good. I can save 20 per cent in rent by going on a side street (only a few doors from this thoroughfare) and secure a large, attractive store where my stock will look and sound well.

Now, I have written at some length in the hope of presenting the matter clearly, and as the piano trade is not referred to in your paper very often, I believe the solution of this problem

will interest many besides myself if you will take it up.

Of course, for obvious reasons, I should not want my name or city mentioned.

I sincerely hope you will give this space and reply to it.

Yours very truly, D. G. P.

In looking at any business matter it is necessary to consider the kind of business and results desired before any intelligent decision can be reached.

While the suggestion made in this department some time ago to get your store on the best possible street is true in all cases, it is not always true that the most crowded street is the best for every business.

A dry goods store, if possible, must be right in the thick of the dry goods business.

However, I would not advise a man in the piano business to locate in the dry goods section and occupy a store that would be better suited for a dry goods merchant.

The difference in business will naturally suggest to the wise merchant the difference that there ought to be in the location of a store.

Upon the case as presented I should think my correspondent would do better to save the 20 per cent in rent and go to the larger store although it is located on a side street.

* * *

I believe it is a good plan for any publication to do all it can to help its advertisers in the preparation of intelligent matter.

A good advertisement in a good paper is much more likely to pay than a poor advertisement, even if the paper is good.

The thing that a publication is interested in, or ought to be interested in, is to make the use of its space profitable to advertisers. The more profitable it is to advertisers, the more they are going to use it.

The *American Machinist* do as much for their advertisers in the matter of assisting them to prepare copy as any other trade paper that I know about.

In one of the issues of the *American Machinist* some time ago the following advertisement appeared, which I presume was written by one of the officers of

the company to explain his idea of assisting the advertiser:

THE OLD MAN'S SERMONETTES.

WHO'S WHO.

So many people compliment the Old Man on the make-up of the advertising in the *American Machinist* that he takes this opportunity to confess.

He believes in giving men credit for good work done and dislikes to take a compliment that belongs to another and smile and say nothing.

That's stealing.

When the present management tried to get advertisers to change their copy every week it couldn't be done—people were too busy.

The Old Man offered to write the ads for one concern himself. In six months he was writing the ads for twenty concerns.

Coming pretty thick.

Then Mr. A. Leighton Donnell, now Secretary of the Company, was put to work on the ads, and he did so much better than the Old Man that in a few months he was writing pages every week.

Too thick yet.

Then the Old Man commenced to look for a professional and found one in John A. Kershaw. Mr. Kershaw was the advertising writer for a large mercantile house in another city and wrote some mechanical ads that called out comment and compliment in papers devoted to advertising.

We adopted Mr. Kershaw.

He devotes all his time to helping *American Machinist* advertisers turn out better paying ads. Mr. Donnell and the Old Man both take a hand to help out once in a while.

And the *American Machinist* she pays the freight—this service costs nothing extra.

Mr. C. P. Day is our Eastern missionary and Mr. John McGhee goes up against the benighted in the West. These men know a lot about advertising—its value, its cost, its effectiveness. They can give you good advice about getting up an ad or two for a starter. But, bless you, they can't write ads week in and week out for sour apples; don't ask 'em to.

We want them to go into the highways and byways preaching the gospel of the *American Machinist*. Every man to his trade. These men are preachers; they don't put pews in the church, play the organ, build the fires or sweep out.

Send your electrotypes, photographs, catalogues, etc., to this office, with a plain letter telling about what you want to accomplish and we will submit some suggestions of what we consider good advertising—good context, good typography. We have no panacea for all advertising ills—don't give the same medicine to each patient. Your case is considered by itself.

We can't improve one and two-inch ads much, but advertisers using 250 inches or more during one year can get better results nine times in ten by letting us help.

Each man to his trade—the *American Machinist* shop has good men for all the trades, whose combined work is that great product of this century—Good Advertising.

THE OLD MAN.

THE
Buffalo Review
is the only
Newspaper in Buffalo

that has a double value to its readers. The general public wants it for its complete foreign and local news; the business public reads it for its exclusive features. The only newspaper publishing New York Sun telegraph news; the only newspaper publishing county transcripts and court calendars.

**Complete,
Enterprising,
Fearless.**

Largest 2-cent circulation. Reaches the representative people of Western New York. Best medium for staple goods.

Eastern Agency:
W. E. SCOTT,
150 Nassau Street, New York.

THE BUFFALO REVIEW CO.,
Buffalo, N. Y.

How much dead wood is there
in your list?

Are you using some worthless
or nearly worthless space?

Are you paying the right
price for the good space?

For \$25.00 to \$250.00 (ac-
cording to the length of your
list) I will tell you whether or not
you are paying for dead wood--
whether or not you are paying
the right prices.

I'll tell you the real net.

Your communications will be confidential, of course.

Charles Austin Bates,

Vanderbilt Building, New York.

Chicago: Marquette Building.
Detroit: Majestic Building.
Buffalo 176 Prospect Ave.
Boston: 188 Devonshire St.

ALL EYES ON BUFFALO

WATCHING THE PROGRESS OF
THE PAN-AMERICAN EXPOSITION

**It's just so on a Street Car—
All Eyes are on the Little Ads,
Watching the Progress of the
Progressive Merchant.**

Over one-half of the population of the United States and two-thirds of the population of Canada, to say nothing of foreigners, will be traveling in and out of Buffalo during the next year and a half. The advertising in all Street Cars running in and out of Buffalo, Niagara Falls, Lockport and Tonawanda is controlled by : : : : : :

GEO. KISSAM & CO.,
378 MAIN STREET, BUFFALO, N. Y.
Telephone, Seneca 1810.

253 BROADWAY, NEW YORK CITY

Written by Walter B. Sanders, Nunda, N. Y.